Mark Rosal

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New York City Metro · Open to remote

I find what stands between good people and their best work, and I unblock them through design principles and processes. For twenty-five years that has meant leading creative and design teams for brands from AT&T to Kylie Jenner to the NFL, including a design system shared by three brands and an in-house creative agency built to grow revenue. Lately I've been building AI tools where a confident wrong answer is costly, and I own MAxIQ, one of the AI assessment products in my agency's IQ Suite. At Smith Commerce I doubled the team and tripled design revenue; at BOLDScience I restarted and scaled the digital practice.

TL;DR I take an idea from strategy to a working artifact myself, and I know when making it real needs a team.

SKILLS

Design leadership · Experience design (UX) · Product ownership · AI product design · Design systems · Figma · Prototyping · Accessibility (WCAG) · Regulated industries (MLR review) · eCommerce (SFCC, Shopify Plus, SAP Commerce) · Content + Experience (AEM, Salesforce Experience Cloud, Veeva CLM) · Team building · New business

EXPERIENCE

BOLDScience (Assembled Intelligence) | Director, Experience Design

May 2023 – Present

BOLDScience was named MM+M's 2026 Medical Communications Agency of the Year (Gold).

- Own MAxIQ, one of the AI assessment products in the agency's IQ Suite. I replaced its scoring with a benchmark built on published industry and regulatory guidance, and senior colleagues rebuilt it in their own areas. Anything the tool can't see is left unscored rather than counted as zero.
- Built a self-updating account briefing tool that reads the team's email and chat each evening and rewrites the catch-up list and ranked digital opportunities.
- Designed a field tool for a global pharma client's Field Medical Directors to a provably buildable standard. Another business unit asked to adopt it.
- Built a review tool that client project teams asked to extend.
- Built AI pitch prototypes that hold up under medical-legal-regulatory review.
- Set the design team's AI standards for regulated healthcare.
- Restarted and scaled the digital practice, making digital a revenue-driving service line.
- Led BOLDScience's first Salesforce Experience Cloud implementation and represent design across the Assembled Intelligence platform.

Brand clients include global pharma companies and both large and emerging biotechs.

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Visual Goodness | Freelance Creative Director

October 2022 – May 2023

- Touchscreen kiosks for Shell Polymers and Ascendis Pharma.
- Product design for Quad's Audience Builder and QuadSignals.
- Interface concepts for NEOM, and stage graphics for a NEOM TEDx talk.

Smith Commerce | VP, Executive Creative Director, Experience

September 2018 – October 2022

- Led the eCommerce design practice, growing the design team from 3 to 7 while tripling design revenue. New business from pitch to close.
- Created Coefficient, a design system and accelerator across SAP Commerce, SFCC, and Shopify Plus. New engagements started at 60% instead of zero.
- Unified three Kylie Beauty brands into one eCommerce experience and design system, and held firm on WCAG compliance against the brand's original palette.
- Set David Yurman's migration strategy to Salesforce Commerce Cloud before any screen was designed, then mapped every Figma component to the build.
- Led B2B commerce for Border States Electric, Kennametal, and GSK Direct, and doubled the AT&T Wireless Omnichannel Sales Tool business.

Brand clients included: Kylie Beauty (Kylie Cosmetics, Skin, and Baby), Kennametal, David Yurman, AT&T Wireless, Border States Electric, Barnes & Noble Education, and more.

SapientRazorfish (Publicis Sapient) | VP, Sr. Group Creative Director

April 2014 – September 2018

- North American Lead for the Commerce Design Service Line. Grew the design team from 4 to 12 through the Razorfish, SapientRazorfish and Publicis Sapient transitions.
- Led the design of Revlon's in-house creative organization, built as a one-year plan that handed the work to Revlon's own people.
- Led ASICS eCommerce design for three years across four brands on shared commerce infrastructure.
- Led commerce experiences on SAP Hybris and Adobe Experience Manager, including B2B for Dow Corning, Hubbell, and Hill-Rom.

Brand clients: Home Depot, ASICS, Revlon, Haglöfs, Dow Corning, Hubbell, Hill-Rom, GSK, and others.

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Earlier Roles

- **BNO** · Creative Director (2013–2014) Brand, print, digital. Clients: MasterCard, J&J, U.S. Dairy Export Council.
- **Visual Goodness** · Director of Creative (2006–2013) Award-winning digital experiences for Puma, ESPN, NFL, American Express, Walmart, Samsung, Lexus, Toyota. Agency partners: BBDO, Wieden+Kennedy, Goodby Silverstein, AKQA, Ogilvy.
- **Falco Design** · Art Director (2001–2006) Print, digital, visual branding. Introduced interaction design as core competency. Clients: Motorola, Wells Fargo, NYU.

Education

BA, Rutgers University

AI Builds

- A working system for running many projects at once: living project context, session journals and overnight Teams capture, so every decision has a who and a when.
- AI instruction architecture, pressure-tested against a synthetic codebase with 73 seeded issues and scored to 92% accuracy.
- Built with Claude: a macOS time tracker used 30+ times a day, a notarized Safari extension, an iOS app with 42 passing tests, txt2md on Gumroad, the mark-workflow plugin, a feedback tool in use with two work teams, and an email-archive reader that fed four project stories.

> Mark is a leader with unconditional dedication to his team. He is a Creative Director with vast knowledge and experience in digital business transformation. And he is undeniably an exceptional storyteller."
>
> **Shoko Tagaya**
> Lead Product Designer, PayPal

> Thoughtfully detailed. Originative. Passionate. All in. That's Mark. He comes ready everyday to drive clients towards braver work rooted in better thinking."
>
> **Cynthia McIntyre**
> Chief Growth Officer,
> Publicis Group

> "What may not always be apparent is his understanding of the broader ecosystem of how all things come together to drive success. This results in great work that creates beautiful experiences that are technically realistic and drive business outcomes."
>
> **Ryan Heusinkveld**
> Chief Technology Officer,
> Smith Commerce