

MARIO OUTTEN

Associate Creative Director | UX & Product Design Leader | Digital Transformation Strategist

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PROFESSIONAL SUMMARY

UX and Product Design leader with 20+ years of experience leading customer experience, product design, and digital transformation initiatives across financial services, energy, telecommunications, transportation, hospitality, and logistics industries. Proven success building and mentoring high-performing design teams, establishing design systems and governance frameworks, facilitating research and discovery programs, and aligning user needs with business objectives. Experienced partnering with executives, product managers, and engineering leaders to deliver measurable business outcomes through human-centred design.

CORE COMPETENCIES

UX Leadership • Product Design • Customer Experience Strategy • Design Operations • Design Systems • Human-Centered Design • User Research • Usability Testing • Customer Journey Mapping • Workshop Facilitation • Agile Delivery • Accessibility (WCAG) Interaction Design • Rapid Prototyping • Stakeholder Management • Team Leadership • Design Thinking

PROFESSIONAL EXPERIENCE

Capgemini | Associate Creative Director

October 2021 – Present

- Lead UX and customer experience initiatives for enterprise clients across energy, telecommunications, transportation, hospitality, and logistics industries.
- Manage and mentor multidisciplinary UX teams, providing strategic direction, design oversight, and professional development.
- Partner with executive stakeholders to align digital experiences with business objectives and customer needs.
- Drive adoption of design best practices, research methodologies, and governance standards across engagements.
- Facilitate discovery workshops, customer journey mapping sessions, and design strategy initiatives.

Backbase | Principal UX Designer

December 2018 – October 2021

- Led UX consulting engagements for major North American financial institutions implementing digital banking platforms.

- Conducted user research, usability testing, stakeholder interviews, and journey mapping activities.
- Collaborated with product, engineering, and business teams to create intuitive retail and business banking experiences.
- Facilitated design workshops and requirements discovery sessions to identify customer and business opportunities.
- Created wireframes, prototypes, and experience strategies supporting enterprise banking transformation programs.

Deloitte | UX Manager

September 2014 – December 2018

- Managed UX team of seven across multiple client engagements and enterprise transformation initiatives.
- Established design systems, UX standards, and repeatable research methodologies.
- Developed workshop frameworks for journey mapping, design thinking, and customer experience strategy.
- Led mentoring and capability-development programs to strengthen design team effectiveness.
- Partnered with business and technology leaders to integrate user-centered design practices into delivery processes.

AT&T Mobility | Senior UX Designer

September 2012 – September 2014

- Designed mobile applications and digital experiences using user-centered design principles.
- Conducted user research and usability testing to validate design decisions.
- Created wireframes, prototypes, and interaction models for customer-facing applications.
- Collaborated closely with product managers and developers throughout the software development lifecycle.

Technisource | Web Design Operations Supervisor

September 2010 – October 2012

- Managed multiple teams including web designers, quality assurance specialists, domain support personnel, and vendors.
- Oversaw delivery quality, resource planning, and operational processes supporting AT&T initiatives.
- Improved coordination across cross-functional teams to ensure successful project execution.

ADDITIONAL EXPERIENCE

AT&T | Senior Lead Web Designer | 2005 – 2010

Cinema Screen Media | Fulfillment Manager | 2004 – 2005

BBDO Advertising | Account Executive | 2002 – 2004

CERTIFICATIONS

SAFe 6.0 Certified Scrum Master Agile Methodologies

TOOLS & TECHNOLOGIES

Figma • Sketch • Adobe Creative Cloud • Axure • ProtoPie • InVision

HTML • CSS • JavaScript

User Research • Journey Mapping • Usability Testing • Survey Design • Workshop Facilitation

EDUCATION

Art Institute of Atlanta – Interactive Media Design

Florida International University – Advertising & Marketing