

Mark Tichy

Design Technologist | UX Design & Technical Lead

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SUMMARY

15+ years across McKinsey & Company, MTV Networks, and Parsons School of Design, working at the intersection of UX, front-end engineering, design systems, and AI-powered workflows. Leads design and technical delivery for global platforms (benefits, intranet, employee engagement, leadership communications, and high-traffic events), turning ambiguous stakeholder needs into usable, buildable, and scalable products. Pairs design craft with hands-on engineering to modernize design-to-development workflows and ship reliably at scale.

EXPERIENCE

McKinsey & Company

UX Design & Technical Lead

2017 – 2026

- Advanced through the Firm's impact bands to Expert, one tier below Associate Partner.
- Designed, built, and managed a suite of 15+ digital products across the Firm's Reach & Engagement function, including the global benefits platform (UX, research, IA, content model, rollout) serving 45,000 employees across languages and regional legal requirements; the employee recognition platform (Thank-a-thon), generating 75K+ messages and 200K+ pageviews in its annual two-week run; and the flagship editorial channel (McKinsey News), including a custom CMS for on-the-fly templates and components.
- Served as tech scout, modernizing the stack across design (Figma), analytics (Heap), infrastructure (JW Player → Brightcove, local servers → AWS), and collaboration (Slack, Monday, Notion) — most became firm-wide standards.
- Served as analytics point person (Heap, Dynatrace, custom dashboards) across the product suite, driving data-informed design decisions and reporting for senior stakeholders, including the CEO.
- Introduced and piloted AI-native prototyping and design-to-code workflows (v0, Cursor, Figma Make); built microtools including a custom ChatGPT agent trained on ~3,000 firm articles to redesign content taxonomy, an editorial intelligence dashboard POC with a natural-language AI chat interface, and a Jira ticket creator for non-technical teammates.
- Partnered daily with engineers and PMs on QA, sprint execution, and risk mitigation for high-traffic launches (Partner Elections, annual benefits open enrollment, global executive livestreams); led the jQuery-to-React modernization and established Figma and Storybook as the single source of truth.
- Migrated the product suite from external vendors to the internal engineering team with no loss of business continuity, saving hundreds of thousands of dollars; led Drupal-to-SharePoint and Box-to-SharePoint migrations to cut costs and enable non-technical teams to self-manage content.
- Served as design and technical advisor to teams across publishing, alumni, benefits, engineering, and client service — on AI search strategy, platform migration, analytics, CMS, and component reuse.

Lead Interactive Designer

2014 – 2017

- Led design and product strategy for McKinsey's internal communications function supporting CEO change initiatives.
- Redesigned and built the Firm's flagship internal channel (McKinsey News), establishing the design-to-dev workflow that grew into the larger product suite led in the following role; sustained a 3x increase in readership, with 95% of readers reporting trust in the publication and 71% trying something new at work.
- Created interactive content, campaign branding, and editorial content for dozens of global initiatives, and designed/produced hundreds of articles for McKinsey News.
- Modernized the function's video and analytics infrastructure and UX workflow (Photoshop → Sketch); hired and managed a development team, leading to 10 years of successful collaboration.

MTV Networks

Producer/Designer/Writer → Associate Producer → Production Associate

2007 – 2014

- Led technical roadmap and produced mtvU's full digital and social presence (blog, TV, social); grew mtvU's Twitter account organically to 30,000+ followers.

- Produced and designed digital content for tent-pole events (MTV Movie Awards, Video Music Awards, O Music Awards, show premieres) and coordinated with On-Air, Music & Talent, and Marketing to maximize digital effectiveness.
- Conceived, designed, and built social voting widgets (1.5M+ votes) and embeddable flipbooks syndicated across award-show and fan social sites, garnering millions of impressions.
- Managed the mtvU–Fulbright blog in partnership with the U.S. Department of State and the Fulbright Foreign Scholarship Board.
- Nominated for 2013 and 2010 Daytime Emmys for production work on mtvU's pro-social campaigns (“Against Our Will,” “InDebtEd”).

Parsons School of Design

Adjunct Faculty

2006 – 2007

- Taught a prerequisite course in Design & Visuality, mentoring undergraduates in visual communication, digital practice, and critique, and connecting design theory to technology.

SKILLS

Core Strengths

Product Experience Strategy & UX Leadership, Design Systems & Component Libraries, AI-Native Prototyping & Design-to-Code, Front-End Engineering & Design-to-Dev Workflows, Analytics-Informed Design, Cross-Functional Stakeholder Partnership, High-Traffic Launch Management, Vendor-to-In-House Transition Leadership, Editorial/CMS Platforms, Intranets & Employee Experience, Stakeholder Governance

Design / Prototyping

Figma, Sketch, v0, Cursor, Lovable, Photoshop, Illustrator, Premiere, After Effects

AI / Research

ChatGPT / custom GPTs, Claude, Gemini, Perplexity, LLM / RAG prototypes, prompt and workflow design

Front-End / CMS

HTML, CSS, JavaScript, React, jQuery-to-React modernization, Storybook, Drupal PaaS, WordPress, SharePoint

Data / Product Ops

Heap, Dynatrace, Snowflake / SQL, Jira, Notion, Miro, Monday.com, Box, Microsoft Teams, Slack, Brightcove

EDUCATION

MFA, Parsons School of Design — 2006

Studied fine art, design, and technology. Exhibited drawing and digital media internationally.

BFA, School of the Art Institute of Chicago (SAIC) — 2004

Studied fine art and technology in the Art & Technology program.

RECOGNITION

- Daytime Emmy Nominee (2013) — Outstanding New Approaches, for MTV's “Against Our Will” anti-trafficking campaign.
- Daytime Emmy Nominee (2010) — New Approaches (Daytime Entertainment), for MTV's “InDebtEd” financial education campaign.
- Skowhegan School of Painting & Sculpture Fellowship (2005) — selected for drawing and digital media work; a highly competitive nine-week summer residency for 65 emerging artists.