

MARK THORP

Principal Product Designer

STRATEGY / RESEARCH / DESIGN / MOTION / CODE

CONTACT

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EXPERIENCE

Principal Designer · House of Doge + Dogecoin Foundation

MAY 2025 – PRESENT · REMOTE

- + Lead product and digital design for Such across self-custodial wallets, payments, merchant tools and financial products.
- + Own product strategy, user flows, UX/UI, prototyping, design systems, content and accessibility; contribute production code across app and web.
- + Support product, UX and brand initiatives across the Dogecoin ecosystem, making complex tools clearer, more accessible and easier to use.

UX Lead / Principal Designer · Oh My Jobs + RUSH

NOV 2023 – MAR 2025 · AUCKLAND · CONTRACT

- + Led research and end-to-end design for contractor and business apps, the marketing site and brand identity.
- + Validated onboarding, identity and skills verification, job discovery, ratings, arrival tracking and automated replacement flows; established a shared UI kit and design tokens with engineering.

Principal Designer · GetSetUp

FEB 2022 – OCT 2023 · REMOTE

- + Designed and evolved an online learning and social platform for adults aged 55+ across web, iOS and Android.
- + Designed for accessibility and digital-literacy needs across the U.S. and India; improvements increased registrations by 27% and chat messages by 4%, while an embeddable partner experience was adopted by AOL.

Principal Designer · Siden

FEB 2020 – JUN 2023 · REMOTE · CONTRACT

- + Designed an Android TV operating system and companion iOS and Android apps, bringing major streaming services into one experience for emerging markets with limited connectivity.
- + Established the cross-platform design system and designed internal tools and partner dashboards.

ABOUT ME

Principal Product Designer who takes complex products from definition through research, UX/UI, prototyping, testing and delivery across web, iOS, Android and TV.

I combine product strategy, accessible interaction design, design systems, motion and code, working closely with engineering to ensure the shipped product matches the design intent.

CAPABILITIES

- Product strategy and discovery
- User research and testing
- Interaction and motion design
- AI-assisted research, design and development workflows
- Accessibility and WCAG
- Design systems and governance
- Advanced prototyping
- Brand and creative direction
- Front-end implementation
- Team leadership and mentoring

TOOLS & TECH

Figma iOS Android Web TV
Blender Rive Cursor HTML CSS
React Tailwind Codex

WORKING STYLE

- Hands-on from product definition to production.
- Comfortable contributing production front-end code.
- A close, pragmatic partner to product and engineering.
- Meticulous about accessibility and polish.

01

EXPERIENCE / CONTINUED

Design Lead · OneTwo Home Loans

FEB 2020 – MAY 2021 · MELBOURNE

- + Led end-to-end design for a new home loan product, simplifying a traditionally complex application and assessment process.
- + Designed the core loan journey, interactive video-advice experience, customer applications and supporting website concepts.

Principal Designer · iflix

MAY 2016 – JAN 2020 · MELBOURNE / KUALA LUMPUR

- + Promoted from UX Designer to UX Lead and Principal Designer while leading product design across web, mobile and TV as iflix grew to 25 million monthly active users across 30 countries and three continents.
- + Led and mentored a distributed team spanning research, UX/UI and creative design; shipped iflix 3.0 with live TV, advertising, new membership tiers, gamification and partner hubs.
- + Built and governed the multi-platform design system and advanced prototypes; discovery experiments increased featured-trailer minutes by 54% and conversion to viewing by 38%.

Earlier product design roles

AUG 2002 – AUG 2015 · AUCKLAND / LONDON / AMSTERDAM / LISBON / MELBOURNE

- + Lead Designer at etaskr, designing an enterprise skills marketplace, brand and client-branded Shopfront.
- + UX Designer / Front-end Developer at Small World Social and ClubJudge across web, iOS and Android.
- + Freelance and agency work for Creator, AKQA, Sid Lee, TTY, Central Station and Oneclick; clients included World Vision, Microsoft, Colliers, Yachting New Zealand and Accenture.

EDUCATION

- Bachelor of Communications
- Multimedia major · AUT
- 2002–2005

SELECTED IMPACT

- Led product design as iflix scaled to 25 million monthly active users across 30 countries and three continents.
- Partner-channel concepts helped secure a US\$4 million Disney content deal.
- A redesigned feature carousel increased featured-trailer minutes by 54% and conversion to viewing by 38%.

PERSONAL INTERESTS

- Family and my two daughters
- Captain my touch rugby team
- Crypto
- Music production
- The occasional video game (because kids)

02