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RevUp Software
Director of User Experience

January 2015 to
November 2019

Worked closely with product and engineering teams to build award winning best in class data analytics software for the political, academic, and non-profit industry. Practice user-centered design techniques, data-driven decision processes and high-quality aesthetics all while reporting to senior executives on the status of projects across a broad assortment of product families. Defined and maintained the UX Pattern Library and instituted design specification standards for product design reviews and utilization by the engineering teams.

Oversaw user research, testing, and feedback to ensure a positive user experience. Managed and participated in creating product mock-ups and prototypes for both desktop and mobile products. Managed one direct report and oversaw multiple projects at once. Operated as a liaison between UX, engineering and the product manager to ensure a smooth production timeline. Participated in bug bashing and prioritization.

Dale Mauk Design
Owner & Creative Director

April 2001 to present

Providing elegant design and implementation for the gaming, educational, SaaS, and museum exhibit marketplace.

Client list includes:

Allen Interactions	Apple Computer	Benefit Cosmetics
California Science Museum	Coinstar	Disney Interactive
GM	Lilly	Lucas Film Ltd
Microsoft	PG&E	Red Hill Studios
RiptideIO	UC Davis	UQ Inc.
WestED		

Lyris Inc.
Director of User Experience

March 2012 to January 2015

Lead the design of the next generation user interface in an agile environment for Lyris's Enterprise Automated Marketing software. Adapted and maintained the current product line to expand usability and sync to current visual standards. Overseeing the creation of the visual design specifications, graphic design standards documentation, and UI pattern library.

Participated in strategic meetings with internal team and cross-functional teams. Managed the UX design team and directed multiple feature designs simultaneously. Translated functional requirements into sketches, wire-frames, specifications, mock-ups and prototypes

Pace PLC
Senior Visual Designer

May 2011 to March 2012

Designed consumer facing interfaces for cable and satellite set top boxes. Produced wire-frames and visual design along with engineering specifications. Worked primarily with international clients as well as next generation internal concepts.

Apple
Senior Visual Designer

June 2008 to May 2011

Designed and created a completely new user interface installed under OS X for customer facing diagnostics to be run at the genius bar. Design requirements included a dissimilar look to OS X and iOS yet reflective of the Apple brand.

Akimbo
Creative Director

December 2007 to May 2008

Brand development and strategic implementation, web site design and traffic growth, UI design and implementation, and overall staff management. Designed and implemented third party white label web sites.

Mindspan
Art Director

May 2001 to July 2007

Led a multi-talented art team in the design and implementation of art for a MMOG ranked #1 in it's category for 3 years. Defined branding identity across client, web, print and television environments. Oversaw 3D and special effects production utilizing 3D max, Rhino 3D, Photoshop, and After Effects. Established a production pipeline resulting in %100 on time delivery.

Associations

Member of the Advisory Board of the Computer Game Developers Conference
Curriculum advisor Academy of Art College, San Francisco
Extensive freelance

Education

Academy of Art College - four year degree in Illustration
Foothill College - two year degree in Photography