

BARRY MARKWICK

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EXPERIENCE STRATEGY DESIGN LEADER

Results-driven, passionate professional with deep consumer-facing industry experience in strategic design and leadership. Proven success developing creative end-to-end digital and physical design experiences that solve creative and business needs. Skilled at elevating all areas of human experience by making relevant connections between behavior and technology to fulfill unrealized user needs and business growth objectives. Delivering solutions through voice-of-customer research, end-to-end customer journey mapping, ideation, workshopping, strategy, product development, rapid prototype building (physical & digital), and innovation road-mapping. Clear communicator who inspires teams and builds influence with peers, clients, and stakeholders to drive measurable value, positively transform user experiences and achieve organizational goals.

KEY SKILLS

Experience Design | CX Strategy | UX/UI | Service Design Blueprinting | GenAI for CX | Design-Thinking
Research & Insights | Concept Visualization | Journey Mapping | Prototyping (digital & physical) | Industrial Design
Storytelling | Persona Development | Workshop Facilitation | Business Model Innovation | Team Leadership
Cross-Functional Collaboration | CX Measurement | Usability Testing | Thought Leadership

PROFESSIONAL EXPERIENCE

[Cognizant Consulting](#) | Atlanta, Georgia

July 2022 - Present

PARTNER/SENIOR DIRECTOR

I lead the strategic design experience and innovation group at Cognizant (formally Idea Couture) tasked with leveraging design to reimagine meaningful and differentiated digital and physical user experiences that solve business problems. Experience driving human-centered, market-leadership solutions at enterprise-scale by applying experience strategy, research, UX/UI design and operational frameworks, to define a design vision and deliver digital transformation.

- Partnered with multiple \$B+ brands and inspire Cognizant's broader 350,000+ global engineering consultant base of stakeholders across multiple cross-functional verticals (including retail, banking, healthcare and transportation) to shape opportunities and implement measurable digital experiences and design systems that reshape how people engage and connect with product solutions.
- Drove Cognizant's push to embrace emerging technologies (AI, VR and IoT) for both clients (through strategic differentiation) and internally within my team (to optimize best practices), orchestrating numerous empathy-driven innovation opportunities.
- Led a leading North American airline to differentiate their mobile experience through service design thinking.
- Developed a rapid innovation workshop framework that to date has generated \$25M+ in qualified pipeline opportunities for a US-based multi-national pharmaceutical company through facilitated discovery sessions (that I led) to uncover customer pain points, co-create human-centered use cases, and surface opportunities.
- Unlocked new customer segments for the publishing arm of a tech giant through a design-thinking qualitative and quantitative research approach that translated insights into \$5M+ actionable un-tapped emerging opportunities.

[North Highland Consulting](#) | Atlanta, Georgia

August 2019 - July 2022

SENIOR DIRECTOR, Experience Design & Strategy

Built, managed, mentored and coached North Highland's CX Experience Design practice, a team of high-performing UX, service design and insights specialists, partnering with business leaders, product managers, marketing, software engineers, and data analysts to craft end-user focused solutions that drove business objectives and maximized design impact through transformational outcomes.

- Led a cross-functional executive client team at a US-based healthcare system with revenues over \$8B to design and deliver an omni-channel experience for their new Hospital-at-Home program (in response to COVID-19), providing care to a previously unserved patient population. The development of a strategic design-thinking offering led to a program launch with a 98% patient satisfaction rate, lower costs of care and faster recovery rates.
- Created and taught company-wide Design-Thinking curriculum to educate 200+ client-facing consultants.

- Rebuilt a Fortune 100 beverage company's approach to serving their customers by identifying end-user lifestyle experiences, removing previously siloed ways-of-working, lowering time-to-market delivery and increasing sales opportunities across multiple brand platforms.

[Slalom Consulting](#) | Atlanta, Georgia

September 2016 - August 2019

EXPERIENCE STRATEGIST

- Created a Full-Spectrum Innovation Framework adopted by multiple clients to uncover product (digital & physical) and service opportunities that delivered meaningful competitive advantages across multiple internal and external touch-points, constructing differentiated and defensible innovations.
- Developed gesture-based interface concepts and prototypes for a next-generation IoT refreshment dispenser that leveraged real-time user data to customize food and drink recommendations. The implemented solution was responsible for reducing customer drop-offs by 35% and increasing user membership by 22%.

[Kimberly-Clark Corporation](#) | Roswell, Georgia

March 2011 - September 2016

SENIOR GLOBAL DESIGN MANAGER, Kimberly Clark Professional: 2011 – 2015, Huggies: 2015 - 2016

- Designed first-of-a-kind IoT Intelligent Restroom servicing solution, combining both digital and physical solutions to transform how facilities are operated and managed. By adding data intelligence to cleaning operations the end-to-end offering led to a 73% reduction in consumable waste, and 70% reduction in restroom downtime.
- Developed Huggies visual design strategy and customer experience roadmap for partners such as Walmart, Costco, Babies R Us and Target, driving increased share-of-basket with each retailer over a rolling 12-month period.

ADDITIONAL RELEVANT EXPERIENCE

[Precor Inc](#) | **SENIOR INDUSTRIAL DESIGNER** | Seattle, Washington

- Designed Precor's cardio and strength physical product portfolio.

[Design Central](#) | **INDUSTRIAL DESIGNER** | Columbus, Ohio

- Designed (concept-to-CAD) products ranging from durable goods, consumer electronics and medical devices.

EDUCATION

1st Class BA (Honors) Industrial Design Degree

Newcastle, England

Harvard Business Leadership Development Program

[Northumbria University, School of Design](#)

LEAD@Cognizant | **2024**

PATENTS

Kimberly-Clark (19) | Precor (2) | Hill-Rom Medical Products (2) | Maytag (2)

PUBLIC SPEAKING

Human-Centered Healthcare: HIMMS Global Health Conference - Orlando, Florida

Reinventing the Fitness Experience: FIBO Health & Fitness Trade Show - Cologne, Germany

THOUGHT LEADERSHIP & TREND PUBLICATIONS

- The Future of Experience - 2024 & 2021
- The Future of Retail - 2024
- Metaverse Technologies and Healthcare - 2023
- A Holistic Human-Centered Approach to Care - 2023
- The Future of Education - 2024
- Retail Drivers of Change - 2024
- The Future of Workforce Education - 2023
- The Future of Wealth Management - 2022