



# Mark Sutcliffe

## UX/UI Lead and Strategist

A leader in UX/UI strategy, accessibility, and design, I bring over a decade of experience shaping enterprise transformation across complex SaaS ecosystems. At the heart of my work is a lifelong passion for stories, how they are experienced, shared, and used to help people navigate technology, the world, and one another. Building teams with technology innovators, I translate powerful human insight into strategic foresight that informs product vision, AI adoption, and organisational maturity.

## Achievements

### Design and Research Leadership

Scaled UX at board level in 2 SaaS organisations, substantially influencing 50–100% revenue growth and \$1.6bn acquisition.

### Design Systems and Accessibility

Delivered enterprise-wide design systems, reducing friction by 40% and positioning products for WCAG 2.2 compliance.

### AI Strategy and Innovation

Established ethical and accessible AI design guidelines, influencing the rollout of £1M+ AI programme serving 5,000+ users.

## Education

### BA (Hons) Interactive Entertainment: Digital Art

Birmingham City University

### UX Design for Augmented Reality

AI for Designers

### Design for a Better World

Interaction Design Foundation

### Foundation Certificate, User Experience

BCS, Chartered Institute for IT

## Contact

[sutclifffemark@hotmail.co.uk](mailto:sutclifffemark@hotmail.co.uk)

+44 7740 779824

[linkedin.com/in/sutclifffemark](https://linkedin.com/in/sutclifffemark)

## Experience

### Flexillon | UX/UI Lead

Nov 2022 - Present

Owning UX/UI vertical across SaaS, AI, and mixed-reality products for building and infrastructure data management.

- Key contribution to Flexillon's transformation from consultancy to PE-backed SaaS leader, supporting 50% YoY revenue growth (£2.5M → £5.5M+) and 80% ARR share.
- Directed research strategy for £1M+ AI innovation programme, scaling adoption to 5,000+ users and improving workflow efficiency by 300–500%.
- Defined and delivered UX maturity roadmap in partnership with the CTO and product leadership, transforming an absent UX function into an embedded, enterprise-ready capability.
- Established UX and ResearchOps functions, embedding inclusive design and research practices across five technology departments to support organisational scale and innovation.

### Blue Prism

Oct 2019 - Oct 2022

#### Lead UX Designer

Directed UX, research, and accessibility strategy across Blue Prism's global product portfolio during its transition from legacy desktop software to modern enterprise SaaS

- Played a critical role in organisational transformation that increased share price by 50% and supported Blue Prism's \$1.6bn acquisition by SS&C Technologies.
- Scaled UX and research organisation from 4 to 26+ across global sites, increasing delivery velocity by 400% across UX vertical for 12+ product suite.
- Directed implementation of Hyperspace, Blue Prism's enterprise design system, accelerating the shift from WinForms to a modern web architecture.

#### UX Designer / Researcher

- Co-created first-generation Blue Prism design system, defining atomic design principles and scaling into enterprise-wide systems.
- Delivered user research and insight synthesis across multiple product and executive teams, informing cross-product strategy.
- Designed interaction models, UI patterns, and workflow improvements for core automation products, shaping the user experience adopted across Blue Prism's evolving SaaS portfolio.

### SS&C Sales Connect | Senior UX Consultant

Aug 2022 - Oct 2022

Senior consultant leading UX strategy and research for SS&C's enterprise SaaS platform.

- Delivered UX research and design implementation strategy within time and resource sensitive release window.
- Introduced UX maturity practices to long-tenured teams, aligning product decisions with user needs and improving cross-department understanding of research-led design.
- Developed a prioritisation strategy focusing on high-ROI user opportunities, guiding the product team away from superficial interface changes towards meaningful workflow overhauls.

### Hartbrights | Designer and Architectural Visualiser

Feb 2017 - Sept 2019

- Designed architectural signage and brand systems for high-profile clients
- Produced 2D/3D visualisations and collateral across digital and print channels.

### Birmingham City Council | Graphic Designer

Dec 2015 - Feb 2016

- Lead visual design concepts and branding for civic initiatives
- Conducted demographic focus tests to validate creative direction.