Mark Harrison
Senior Web & UX Designer

Experienced and highly motivated Senior Web & UX Designer specialising in UX and UI design.

- For the last 4 years working for one of the most successful vaping companies in the UK, improving the UX and design with sales projected to be £9 million up from £1.8 million on 2019
- 9 years experience working for one of the UK's biggest online retailers responsible for design and UX of the website attracting approximately 8.5 million users
- Experienced in B2C marketing, personas, responsive design and UX and UI as well as front end technologies such as HTML5, CSS3 and Bootstrap
- An excellent collaborator with clear communication skills, adept at working to tight timelines and on multiple projects

SOFTWARE & LANGUAGES

Adobe CC Suite

Adobe XD and Figma

HTML5 - CSS3

Bootstrap

KEY SKILLS

UX & UI Design

Wireframing & Prototypes

Responsive Design

Analytical Thinking

EDUCATION

BA Hons Graphic Design (2:1)

Surrey Institute of Art & Design, Farnham, Surrey (01-04)

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WORK HISTORY

Senior Web & UX Designer (June 2019 - Present)
Vapouriz Group

As the Web and UX designer at the group, I am responsible for maintaining and improving the UX and design of the group's suite of websites through:

- The UI and UX of the site:
  - perform qualitative and quantative research to improve the user experience of the sites, keeping relevant parties informed as to the findings;
  - create user flows, wireframes and prototypes for presentation to garner feedback while always keeping the business requirements in focus;
  - refine data driven design solutions for presentation to stakeholders for approval;
  - design for the UI of the sites, taking into consideration accessibilty requirements;
  - keeping abreast of UX and UI principles and using them to back up design decisions.
- Create responsive web designs, content, web assets and pages for front-end building in HTML and CSS on the Magento Page Builder e-commerce platform;
- Collaborate with developers for implementation of recommended improvements and UI designs.
- Be mindful of SEO practices when designing for the web and work collaboratively with the Head of SEO to ensure a positive outcome.
- Monitor analytical data through Google Analytics, Google Tag Manager and Smartlook to identify user engagement and any issues.
- Be the brand guardian, making sure the sites and other digital avenues are kept consistent in look and feel.

- Employ other mediums in design such as animation, video and AI where appropriate.
- Design and build of transactional emails to ensure customers have a seemless journey from purchase to delivery.
- Keep up to date with emerging design trends and industry software additions and improvements.
- Be on hand to impart my knowledge and help with any tasks within the e-commerce team that fall under my areas of expertise.

Senior Web Designer (May 2014 - May 2019)
The Book People and associated brands

Working as part of a dynamic team of designers for one of the biggest online and mail order retailers in the UK with annual revenues of circa £65 million, my role as a Web Designer involved:

- Reporting to the Head of Design and taking an integral lead in design for the website visited by 8.5 million users per year.
- Designing for the UI and UX of the Book People's e-commerce site and the schools arm of the business, while working with the development team to implement them.
- Manage the branding and assets for the schools arm of the business and sub brands that run across web, email and print.
- Advising management on best practices and tone of voice.
- Managing and mentoring junior designers.

Web Designer (June 2010 - May 2014)
The Book People and associated brands

- Creation of wireframes for both web and email.
- Design, build and test responsive websites and web pages using HTML5, CSS3 and Bootstrap 3.
- Design, build and test responsive marketing emails distributed to approximately 900,000 customers.
- Producing eye-catching designs covering all online and direct marketing material.
- Delivering on average of 5 online campaigns per year, boosting sales on average by 50-60%.

Freelance Web Designer (October 2008 - present)
Some projects of note:

- Stable Insurance. A start up disruptor in the market with a unique product. Consultation, rebranding, UX, UI, site redesign. www.stableins.com
- Sublime Pilates re-brand and responsive website. www.sublimebodymind.com

REFERENCES:

Available on request