Mark Harrison
Senior Web & UX Designer

Dynamic Senior Web Designer and UX Specialist, passionate about strengthening brand-consumer relationships with compelling digital stories and interactive online experiences.

A brand advocate and strategic project leader, investing the past 16 years to transforming the user journey, blending creative thinking and technical expertise with a strong understanding of emerging design trends and the latest industry innovation in web design.

Incredibly collaborative with an eye for detail and strong interpersonal skills, empowering junior designers with developmental training, showcasing bold thinking and taking the lead to explore new ideas, driving web design and UX with commitment, creative flair and positive energy.

Career Highights

A holistic designer, experienced in animation, video, AI complimented imagery and product photography.

Leading every project with an abundance of creativity, transforming ideas into compelling, impactful visual storytelling.

Showcasing in-depth understanding of the user journey, skilled in resolving consumer pain points and improving UX.

Driving brand advocacy across the digital landscape, presenting the brand in line with business vision and consumer insights.

Thinking outside the box to deliver UX which transform concepts into visual narratives, provoking interaction and engagement.

An empowering leader, passionate about sharing best practice and industry insights into transforming team performance.

A high achiever with an eagerness to learn, taking the initiative to develop new skills and embrace new experiences.

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WORK HISTORY

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

- **Website UX and UI**: Leading the design and functionality of the group's portfolio of websites, improving UX by translating qualitative and quantitative research into tangible insights.
- **Design management**: Creating responsive user-friendly designs, content, web assets and pages, employing HTML and CSS on the Magento Page Builder e-commerce platform.
- **Design optimisation**: Leading new designs and enhancing existing web design by integrating the latest technology and up to date UX and UI principles.
- **Sales growth**: Improving UX and web design based on consumer trends and market analysis, supporting the sales journey from a 2019 base of £1.9M to achieving a £9M sales forecast in 2024.
- **Team engagement**: Championing the voice of the user across departmental projects, establishing a strong rapport with cross-functional teams and senior stakeholders to develop user friendly, functional web design.
- **Data orientated design**: Deep diving into intelligence, market research, performance metrics and the latest UI and UX innovation/trends to develop unique designs for clients.
- **User engagement**: Creating user flows, wireframes and prototypes, transforming user engagement by integrating user feedback into web functionality.
- **Stakeholder communications**: Maintaining visibility with stakeholders, analysing data and performance metrics in order to present ideas with impact and clarity.
- **Developer relations**: Partnering with teams of Developers, initiating detailed briefs to implement recommended improvements across web design and UI designs.

- **SEO**: Partnering with the Head of SEO to align web design and UI directives to the content strategy, integrating research into targeted, compelling content development.
- **Data analysis**: Identifying issues related to user engagement by assessing data through Google Analytics, Google Tag Manager and Smartlook.
- **Customer communications**: Enhancing the user experience by developing transactional emails, supporting customers through the end-to-end journey by optimising their product experience.

Senior Web Designer (May 2014 – May 2019)
Promoted from Web Designer (June 2010 – May 2014)
The Book People and associated brands

- **Design lead**: Reporting to the Head of Design, led every aspect of web design, optimising functionality and content to capture interest and engage over 8.5M users per year.
- **E-commerce sites**: Designed the UI and UX for different Book People e-commerce sites, working with development teams to convert design concepts into actual implementation.
- **Sub-branding**: Led the branding/assets for the school channel, maintaining brand consistency across web, email and print.
- **Mentoring**: Coached a team of Junior Designers, nurturing talent to develop the next generation of web designers.
- **Subject matter expertise**: Positioned as the go-to for web consultations and advice, sharing best practice and the latest innovation with decision-makers and business stakeholders.
- **Online campaigns**: Promoted into a senior role after 4 years of successful projects as a Web Designer including delivering on average of 5 online campaigns per year, boosting sales by approximately 50-60%.

- **Targeted emails**: Led the build and testing of responsive marketing emails to an audience reach of over 900K customers.
- **Responsive websites**: Led the development of responsive websites and web pages, using HTML5, CSS3 and Bootstrap 3.
- **Marketing collateral**: Designed online and direct marketing material, bringing brand narratives to life with powerful graphics.

Freelance Web Designer (October 2008 – present)

- **Project management**: Leading client projects from concept to completion delivering impactful web design and UX including:
  - **Stable Insurance**. Delivered a multi-level branding project for this startup by leading the rebranding for a new product, and managing UX, UI and site redesign.
  - **Sublime Pilates**: Led the rebrand and redesign of a responsive website. www.sublimebodymind.com
  - **Kaitlin Howard**: Led the brand creation, design and build of a wordpress themed responsive site. www.kaitlin-howard.co.uk
  - **Grayshott Heritage**: Web design and build of a wordpress themed responsive site. www.grayshottheritage.com

REFERENCES:

Available on request.

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Expertise

Web and UX Design:

- Responsive Web design
- Mobile App design
- Wireframes for both web and email
- Product Photography
- Online retailers/consumer analysis
- User Centred Design

User Journeys:

- Qualitative/quantitative research
- Usability testing
- Surveys
- User Personas
- Journey mapping
- Competitor analysis

Business Acumen and Leadership:

- Client management
- B2C marketing
- Project management
- Brand advocacy
- Mentoring and coaching
- Agency Consultsations

Technical Insights

- Adobe XD and Figma (design, wireframing, prototyping)
- Premiere Pro (video editing, motion graphics)
- Magento, WordPress, Shopify (web design/optimisation)
- Front end technologies including HTML5, CSS3 and Bootstrap
- Adobe Photoshop/Illustrator (graphic design, asset creation)
- Adobe CC Suite

Core Skills

- Self-starter mindset
- Methodical multitasker
- Creativity and Innovation
- Project planning/roll out
- Exceptional attention to detail
- Critical thinking and problem-solving
- Adaptability and punctuality
- Working under pressure with precision
- Motivational mentoring and leadership
- Articulate communicator
- Inspiring a positive team morale
- Commercial awareness

Educational Insights

- **BA Hons Graphic Design (2:1)**, Surrey Institute of Art & Design
- **Interaction Design Foundation course** in UX design (online course, due to complete end of 2024)