

Curriculum Vitae for

MARK CORMACK

portfolio: markcormack.co.uk/showcase

blogs at: markcormack.co.uk

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lives at:

22 Richardson Road
Leeds, West Yorkshire LS9 9BQ

Profile

Day to day I am a UX designer. Wirefaming, prototyping, usability testing, conversion rate optimisation testing. As well as full visual design work up's of prototype content. I have been designing professionally in agencies and in in-house roles for around 14 years.

Separately, but not in my current role (except for special cases), I am an iOS and front-end developer, specialising in Wordpress site, theme & plugin builds. I have been developing web builds for 10 years. Primarily nowadays my dev concerns are now focussed on iOS and Swift apps with my attention on ARKit and IoT at the moment. I have been working in Swift since Swift 1, and to be honest, I love it.

Experience

SENIOR DIGITAL DESIGNER, HOME AGENCY *Leeds 2012-Present*

Dynamic prototyping/wire framing (Axure), design system work in Sketch. Visual design of sites. UX work for discovery bases including site mapping, card sorting, user testing, site usability audits. Most satisfying projects were where I developed more innovative and complex solutions for front end (please ask me about shoppable videos (JavaScript) or where working more Agile to iterate prototypes quickly based on user testing feedback.

FREELANCE DEVELOPER *Leeds 2012-2016*

Consultation, Wire framing, HTML, CSS, JavaScript, bespoke Wordpress theme & plugin developments. Including Woo Commerce integration. Server setup. Email setup. Google search console setup. Analytics setup. I tend to outsource visual design on these projects to allow me to concentrate on the fun bit, so this always entails liaising and project management with clients and designers.

SENIOR/CONVERSION OPTIMISATION DESIGNER, BLUECLAW *Leeds, 2010-2012*

Day to day running of the team, assigning briefs, checking artwork, liaising with clients, quote generation, project management. Ran usability analysis of established websites to identify areas for improvement, design concepts based on these results & multivariate testing. Design and front end code of a variety of websites.

MARKETING DESIGNER, REDCATS/DAXON *Bradford, 2007-2009*

Responsible for design from concept to print ready artwork of offline mail packs. Design of Daxon web updates. Design and html build for email marketing. Art direction of photography shoots. Responsible for the day-to-day running of team in lieu of line manager.

PRINT DESIGNER, EM HARMER PRINT & DESIGN *Leeds, 2005-2007*

Design of print-ready artwork. The first point of contact for clients. Responsible for quotations and stock.

Education

NVQ LEVEL 3 DIPLOMA IN MANAGEMENT, 2011-2012

2.2 BSC (HONS.) MULTIMEDIA TECHNOLOGY, Leeds Met University, 2003-2004

HND MULTIMEDIA TECHNOLOGY, Leeds Met University, 2001-2003

BTEC ND DESIGN (COMMUNICATIONS), Harrogate College, 1999-2001

9 GCSE'S (INC. MATHS, SCIENCE, ENGLISH), Rossett High School, 1991-1996

Skills

Knowledge and insight into technical & visual online/offline design, UX, user testing, wire framing, prototyping, mobile design, conversion optimisation, eCommerce, and SEO. Sketch,

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Photoshop, Illustrator, Indesign, HTML, CSS, jQuery, Wordpress, PHP, Google Analytics, iOS development, Swift, 3D, IoT, Raspberry Pi. Art directed over 30 photoshoots.

Referrals

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