

Curriculum Vitae

MARK CORMACK

Portfolio: markcormack.co.uk/showcase

Blogs at: markcormack.co.uk

Call on: 07525922217

email @: markcormack@gmail.com

StackOverflow:

stackoverflow.com/story/markcormack

Lives at:

22 Richardson Road
Leeds, West Yorkshire LS9 9BQ

Profile

At this point I consider myself to have a relative swiss army knife of skills, all with a digital focus. Recently released app Community Assist is available for iPhone & iPad on the iOS App Store. The app and associated marketing website, from concept/UX ideation through marketing collateral, to code to deployment is entirely me. This is a real strong example of what I'm about and how I can help, so if you are wondering what I can do for you, I'd take a look there.

Marketing site: <https://communityassist.co.uk>

App Store: <https://apps.apple.com/gb/app/community-assist/id1482400630>

Day to day I am a UX designer. Wirefaming, prototyping, usability testing, conversion rate optimisation testing (having spearheaded CRO testing for Asda Money). 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. This allows me to have an exceptional understanding of requirements across both development and design and the challenges each discipline has in bringing a product together.

In terms of web development, I specialise in Wordpress theme (including Gutenberg blocks) & plugin builds. Recent agency work has included frontend for Leeds Rhinos. I have been developing web builds for over 10 years and have high knowledge of frontend development, combined with a visual designers eye for detail, and a UX designers mind on accessibility using HTML, CSS (& SCSS), Javascript and PHP.

Experience

FREELANCE UX DESIGNER / iOS & WEB DEVELOPER *Leeds 2019-Present*

Developing a series of apps launching on App Store, the first of which Community Assist is available now. Design, HTML, CSS, JavaScript, bespoke Wordpress theme & plugin developments.

SENIOR DIGITAL DESIGNER, HOME AGENCY *Leeds 2012-2019*

Dynamic prototyping/wire framing (Axure), CRO planning/designs, design system work in Adobe Creative Suite/Sketch. Visual design of sites. UX work including site mapping, card sorting, user testing, site usability and accessibility audits. Most satisfying projects were where I developed more innovative and complex solutions for front end or where working more Agile to iterate prototypes quickly based on user testing feedback. Recent front end work includes Leeds Rhinos website.

FREELANCE DEVELOPER *Leeds 2012-2016*

Consultation, Wire framing, Design, HTML, CSS, JavaScript, bespoke Wordpress theme & plugin developments. Including WooCommerce integration

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

Ensuring creation of semantic HTML for SEO. Design and front end code of a variety of websites including commerce sites using XCart and Magento. 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.

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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 & client management

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

UX, accessibility, SEO, user testing, wire framing, prototyping, mobile design, conversion optimisation, eCommerce, Axure, Sketch, Photoshop, Illustrator, Indesign, photoshoot art direction.

HTML, CSS, SCSS, Javascript, jQuery, Git, Gulp, NPM, Wordpress, PHP, Google Analytics

Xcode, Swift, UIKit, CoreData, CloudKit (and CloudKit sharing), Push Notifications & SwiftUI, MVC and MVVM patterns and Unit and UITesting

Knowledge and insight into technical & visual online/offline design, 3D, IoT, Raspberry Pi.

Referrals

Available on Request.