

Let's work together to design & create
engaging digital experiences.

07590 987 038 / mark@theideasforest.com / www.theideasforest.com

About Me

For over a decade, I have used my UX design and development skills to create digital products and services for start-ups, multi-national software companies and recognised high street brands.



Being part of the industry as it has evolved has allowed me to gain a breadth of skills across the full spectrum of product delivery.

I work with project teams and stakeholders to run requirement and design workshops, optimise information architecture, improve products processes, drive changes to user journeys and product experiences.

I create wireframes, high fidelity mockups, and prototypes that give the ability to continuously iterate, validate and refine through user testing, and deliver viable products features that meet user and business goals.

I believe that through driving our knowledge of the user and business domain, creating hypotheses that we can test and validate, we can create visually delightful and engaging user experiences that truly solve everyday problems.

Let's work together to make your next project a success.

Recent Highlights

Redesigned a Scottish Service Regulators website, delivering UX assets including information architecture changes, wireframes, high-fidelity mockups and implemented coded templates into content management system.

Worked with a well-known Scottish banking software company to design and create a prototype for the credit risk management of mortgage applications that provided greater control over risk profiling and application processing.

Designed and user tested User Management features for Online Business Banking service for CYBG/Clydesdale Bank.

Lead UX on HSBC Robo-Advice Investment Product created detailed Axure and InVision prototypes, user flows, wireframes, decision trees and IA.

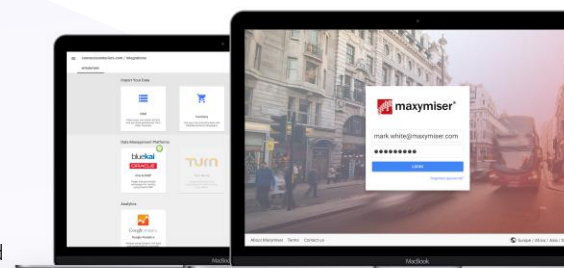
Redesigned Change4Life Food Smart & Smart Recipes mobile apps using Sketch & InVision, debuted in top 10 of UK iOS and top 20 UK Android charts.

UX team lead on Enterprise Multivariate testing platform redesign creating a new design system & multiple detailed prototypes using Photoshop, Axure and InVision based on Google's Material Design.

Experience

- 2018 **UX Designer**
Dogfish Mobile
- 2017/18 **UX Designer**
CYBG (Clydesdale Bank)
- 2017 **UX Designer**
HSBC
- 2016 **UX Designer**
Lloyds Banking Group
- 2016 **UX Designer**
Dogfish Mobile
- 2016 **Lead UX Designer**
Gardnr
- 2014/16 **Lead UX Designer**
Oracle Maxymiser
- 2013/14 **UX Designer**
Group M/WPP Group
- 2013 **Technical Lead**
University of Arts London
- 2013 **Senior Front End Developer**
MRM Meteorite
- 2012/13 **Lead Front End Developer**
TSL Education
- 2011/12 **Senior E-Commerce Producer**
Oxfam GB
- 2010/11 **Web Designer & Manager**
PRIAM
- 2006/10 **Web Designer & Developer**
CMD

ORACLE | maxymiser



HSBC



LLOYDS BANKING GROUP

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