

Mark Harrison

Senior Web & UX Designer

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

- For the last 18 months working for one of the most successful vaping companies in the UK, improving the UX and design with sales projected to be £6.5 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](#), [jQuery](#) and [Bootstrap](#)
- An excellent collaborator with clear communication skills, adept at working to tight timelines and multiple projects

SOFTWARE & LANGUAGES

Adobe CC Suite

Adobe XD and Balsamiq

HTML5 - CSS3 - Less

Bootstrap 3

Wordpress 4

Magento 2

KEY SKILLS

UX & UI Design

High and Low Fidelity Wireframing

Workflows

Responsive Design

Prototyping

EDUCATION

BA Hons Graphic Design (2:1)

Surrey Institute of Art & Design,

Farnham, Surrey (01-04)

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Haslemere, Surrey

WORK HISTORY

Senior Web & UX Designer (June 2019 - Present)

Vapouriz Group

As the sole 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. My role is based around improving the usability and appearance of two of the groups main e-commerce websites through:

- The UI and UX of the site:
 - creating wireframes, user flows and refreshed UI as part of a redesign process of the entire site due for rollout in January 2021;
 - improving the layout and usability of the checkout and account pages;
 - performing split tests, and internal interviews to gauge reactions and feedback, with user interviews scheduled to start early next year for continued progression;
 - regular catch ups with Head of e-Commerce and Marketing Managers presenting ideas for improving sales and site efficiency through UX and design;
 - creating designs based on signed off wireframes;
 - creating HTML and CSS prototypes;
 - keeping abreast of UX and UI principles.
- Implementation of recommended changes using Adobe Magento 2 working alongside the back end developer.
- Focussing and improving on the mobile experience.
- Creating design consistency across the sites.
- Research into page loads times and the best practices to optimise them for a better user experience.
- Liase with the Digital Marketing Manager to research

into what is and isn't working on the site through Google Analytics and address issues accordingly.

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. In addition to the below Web Designer spec, my role 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:

- Kaitlin Howard responsive website. HTML, CSS, Bootstrap and Wordpress.
- Grayshott Heritage website. Built using HTML, CSS and Wordpress.
- Sublime Pilates re-brand and responsive website.

REFERENCES:

Available on request