

# Marcus Vaughan.

Digital design, UI/UX design & animation

*'Experienced digital designer with over 15 years' experience seeks to add value to your business by addressing human and business problems through practical design and animation solutions'.*

## Work experience

### Freelance / MarcusVaughan.com APRIL 2019 - PRESENT

#### Website & UI/UX designer CLIENT PROJECT

**Pumpkin Squash** / Online startup selling organic and conventional produce.

- Complete user-centred website design. • Project scoped and costed. • Defined business goals and identified user personas. • Competitive / comparative research, implemented clean information architecture, structured navigation, considered user flows, wireframing, visual design, mood boards and style tiles. • Prototyping of checkout phase and customer accounts.

A delighted client who is confident that when the website is launched that it will bypass its sales and new customer account growth targets by 20%.

#### UI/UX designer FEBRUARY - MARCH 2020

**Dewynters** / World's leading marketing and design agency for the arts

- Website mockups and UI design tailored to business and user needs.
- Created web page prototypes for user testing and stakeholder feedback.
- Advised on methods for defining user personas and user stories. • Discussed website optimisation techniques to improve client websites. • Created animations with GSAP.
- I improved the content hierarchy of various ticket booking pages leading to better page scannability and clickthroughs.

#### UI design & motion SEPTEMBER - DECEMBER 2019

**Mail Metro Media** / Commercial division of Mail Online and the Daily Mail.

- Website design, landing pages, mockups, UI design & motion, web animations.
- Prototyped company's digital ad products and animated page takeovers in After Effects. • Advised on best practices for animation to teams and stakeholders.
- Worked closely with marketing to create animated pitches to upsell ideas to clients.
- New client work increased by 6% as a result of using my prototypes in pitch work.

#### Email designer for Boden.com APRIL - JUNE 2019

**Steel London** / Email marketing consultants

- Responsive email designs and gif animations. • Worked with the UX team to develop optimised user experiences & improved email engagement.
- Boden replaced their legacy image based email designs with a more modern responsive approach that better met the needs of their mobile audience. Business goals were met with a 22.2% reduction in email delivery costs and improved email opening rates of 8.5%. Succeeded in persuading Boden about the benefits of using animation in emails when subtle, pleasing and delightful.

**portfolio.**  
marcusvaughan.com/login  
(usr: agency / pass: agency\_pass)

**email.** mvaughanonline@gmail.com

**mob.** +44 7544 804 892

## Skills

**Design** Photoshop, Illustrator & InDesign • Sketch • Figma • XD.

**Prototyping** InVision • Sketch • Figma • Adobe XD.

**Motion and animation** Adobe After Effects • Premiere Pro • Cinema 4D.

**Web animations** GSAP, Lottie Files.

**Front-end web development**  
Knowledge of HTML5/CSS and Wordpress development.

## Education

### Canterbury Christ Church University

SEPTEMBER 1999 - AUGUST 2000

**Master of Science (MSc), Pass**  
Information Systems in a European Context.

### Aston University

SEPTEMBER 1993 - AUGUST 1997

**Bachelor of Science (BSc),  
Second Class**  
Combined Honours Business Admin and French.

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**Work experience** (Continued from previous page)

## Digital, website & UI designer & animator

**Feast Digital now Brackets.digital** / Digital design agency for the arts

FEBRUARY 2018 - MARCH 2019

**CountryFileLive.com** / Website design for BBC tv show

- Mobile first approach for the targeting of users on the go.
- Defined business and stakeholder goals to increase online ticket sales by focusing on events, BBC personalities, sponsors and improved user experience. (Visible calls to action. Simplified navigation. Ticket purchasing).
- Used video and interactive map to familiarise users with the event prior to the day.
- Better hierarchy of page content through improved UI design.
- Prototyped and user tested to uncover problems, opportunities and learn about users.
- Increased visits and higher online ticket sales from previous year. Positive website reviews from customers surveyed online.

**NewDiorama.com** / Website design for London theatre company

- Redesign based upon company rebrand.
- Defined user and business needs.
- Simplified navigation with fixed sidebar and sticky subnav for show pages to make task completion more intuitive and simplify ticket purchasing.
- Improved page hierarchies for scannability.
- Homepage redesigned with end user in mind, providing news, up-to-date show information and links to most visited pages.
- Added micro interactions to improve user experience.
- Prototyped final design and user tested.
- Improved UI design.
- A success with increased visits, higher online ticket sales and positive feedback from customers surveyed post theatre performance.

## Freelance / Digital Designer

AUGUST 2016 - FEBRUARY 2018

Digital design, digital display, motion design, digital out-of-home.

## Senior Digital Designer/ akauk.com

FEBRUARY 2010 - JULY 2016

Website design, mock-ups, wireframing and front-end development in HTML/CSS, javascript and Wordpress. Display advertising design and development in Flash and HTML5, email marketing, motion design and digital out-of-home using After Effects and Cinema 4D.

**Shrek the Musical, Dreamworks Theatrical** / Website design and build, motion design and rich media banner design and animation.

## About



### Easy to work with and reliable.

I like to challenge briefs and take the initiative. I'm proactive and hard-working and always try to go that extra mile.

I write regularly for my blog on UI/UX design and animation and attend design meetups in London to further my skills.

A proud father, I can be seen scooting around London with my daughter. (^\_>^)