



Craig Connell - UX Designer - CV

Fifteen years ago I apprenticed at a local print shop. My boss was... temperamental, but I'll never forget what he did. He introduced me to Photoshop. Which changed my life.

Eventually, nightclub flyers and fancy filter effects faded away and I found interest in the psychology and persuasion of design, the emotions it evokes, the place it has in people's day to day lives and the bad font choices I would learn to love to hate.

I've enjoyed motion graphics, video production and animation, blown marketing budgets and invested in audio; but despite interest and vague skill in those areas, they aren't my vocation. Design is. Interaction is.

Design is why I stay up reading blogs, watching TED talks, trying frameworks, workflows, software; not giving my girlfriend the attention she deserves and why I wake up at 3am to sketch down ideas.

I've had a range of clients across finance, travel, entertainment, media, retail, sport and healthcare. I love advertising, marketing, copywriting and coding, using each when required, and working to bridge gaps across teams in commercial environments.

Art is for enjoyment, but I design for purpose. I design for the business, I design for the user.

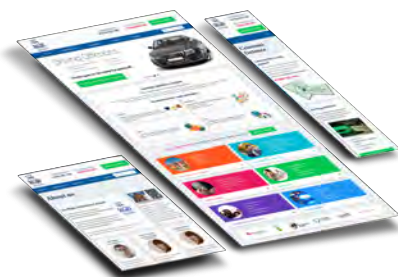
Recent Projects

Eurocamp > Travel > E-Commerce *July 2012 - Nov 2014*



- One of two lead designers - Project Rio, eight responsive websites for european markets, approx one million visitors per month.
- Guiding the initial design; look, feel, tone and usability of the project.
- Wireframe and UI design led user journeys, usability testing, analytics - working closely with european content teams.
- Building pattern libraries and flexible components for use by content teams to build their own web pages.
- Designed, wrote and built the internal style guide for use by all markets.
- Agile workflows, sprint plans for release (post build), scrum environment.
- Revisions and refinements with key stakeholders.

Lee Rigby Partnership > Legal > Brochure *Jan 2015 - March 2015*



Complete website overhaul to improve clarity, information, customer contact and industry image. They were embarrassed by their last website. Not anymore.

Fully responsive, with a few extra breakpoints thrown in for good measure.



Other examples



MB Cleaning Services > Facilities > E-Commerce Booking System

June 2015 - August 2015

After the success of a landing page design for MB Cleaning, they wanted to expand for a wider and audience.

A full, multi-page e-commerce site was designed and built in wordpress for easy client content editing.



Toast Recordings

Totally custom wordpress design and build.



MB Cleaning v1

Single page website to act as an online brochure. Improved current branding with prominent calls to action.



Cottonmouth Studios

Full mobile/responsive design and build. Wordpress content managed.



Pro Money

Landing page and email marketing

Many more examples available on my portolio - www.getsomemilk.com

Non-contract employment

April 2012 - Jan 2015

CottonMouthStudios - Web Designer, Marketing Manager, Studio Manager & Recording Engineer.

Overseeing the day to day business of the studio. **Attracting new clients and retaining them** through great service and great results is of maximum importance. Website Design & Customisation was completed in October 2012, with ongoing marketing seeing bookings going forward.

October 2009 - April 2012

Soundbase Megastore - Marketing Manager, Graphic Designer, Web Manager

Web Banners, Magazine Adverts, Email Campaigns, Event Flyers and Social Media were integral parts of our marketing mix. As a retail outlet **customer focus** was the most important element in moving forward as a company. Something I pressed into all staff attitudes.

August 2007 - Jan 2010

Sodexo Healthcare Ltd - Project Co-ordinator, Graphic Designer, Copy Editor.

High profile NHS Trusts were the market; so a professional, **extremely thorough approach** was imperative. I was responsible for the submitted project, making sure all work was completed on time; from Administration staff to Director level. And making sure it looked good when it hit the clients desk.



Education

2007-2009 Futureworks
Applied Audio Engineering & Production - Merit

2009 Avid / Digidesign
Pro Tools Certification in Music & Post-Production - Operator Qualified to levels 210M, 210P & 220M

2004 IDEA
Adobe Illustrator Intermediate Techniques - Merit

2001 Business Skills
Information Technology - GNVQ II - Pass

2000 Wigan & Leigh College
Electronic Engineering - BTEC Nat. Diploma - Pass

1998 - St. Peters RC High School
Maths, Science (2), English - Grade C
IT, Business, Technology, French - Grade D

Tools

- Photoshop
- Illustrator
- Dreamweaver
- After Effects
- Fireworks
- Wordpress
- Opencart
- Microsoft Office Suite
- Pro Tools HD
- Sketch
- InVision
- Balsamiq Mockups
- User Testing
- Enrol.me
- Sublime Text
- Foundation Framework
- Webflow
- Axure

Interests

- Spending time with my Son
- Watching St. Helens Rugby League
- Listening to a wide range of music
- Audio Principles & Acoustics
- Writing
- Sunday Lunch
- Walking
- Camping
- Cycling

References

Liliana Ashton
Eurocamp eCommerce Director (Now eCommerce & Digital Marketing Consultant to Michelin)

Paula Elliot
Eurocamp content manager

Lynsey Pritchard
Eurocamp digital Producer (Now senior project manager at Amaze Ltd)

Simon Lloyd
Lee Rigby Partner

Reference contact details available on request