Mark Caudell —————— *User centred design & creative direction*

A decade+ experience in digital media bringing proven knowledge of global design direction, vision, creativity and management with an emphasis on creating scaleable design systems, mobile and web apps for global clients including HSBC, Sky News, RBS and Barclays

SKILLS

GLOBAL UX & DESIGN DIRECTION
Proven experience delivering multi-channel digital design solutions across global markets with usability and scalability as core values.

CREATIVE VISION
Extensive experience in creating visionary work through technological and design innovation within the financial sector.

LEADING USER EXPERIENCE
Very experienced in leading creation of digital products from the UX through design and development teams.

Mark Caudell
15 Carter Close
Windsor
SL4 3QX

+44(0)7739 713 054

mark@clearjanuary.com
@clearjanuary
/in/MarkCaudell

EXPERIENCE

Art Direction & Design & UX Consulting for Sky   Nov '14 – present

Sky News is the most watched 24 hour news channel across Europe with hundreds of thousands of website and app visits everyday. Hitting the ground running, I was tasked with picking up numerous open projects including the digital election coverage.

- **2016 ATOM CMS** – Brought onboard to cover UX and UI design for a from scratch CMS to multiple departments and teams to use day to day. Liaising with multiple teams from across Sky to gather requirements to create wireframes, prototypes and designs in order to create a CMS that works for everyone.

- **2015 Sky News App** – Tasked with creating the overall visual language for the updated Sky News app across both iOS and Android platforms. Worked within and closely with agile development and design teams to create the first release of the app using design sprint methodology.

- **2014 Sky News Election Coverage** – Working closely with stakeholders and product teams, I was charged with taking control of and managing the design process around the vast body of work being created for the TV channel in the run up to the General Elections in May 2015.

Continued...

Global Design Direction for HeathWallace   Nov '10 – Oct '14

HeathWallace is a NMA Top100 agency (34) that delivers engaging digital experiences for the biggest names in financial services across the globe. Tasked with owning and developing, from a design perspective, the agency's largest account, HSBC, at a global level.

- **2013** – Worked as part of the Digital Customer Experience team within HSBC to govern design standards and UK well as work to evolve and innovate with new technology and solid UX across multiple digital channels. Working to grow HW/HSBC relationship and create new business opportunities.

- **2012** – Created the 'Public Website 1.7' global templates, which pushed forward HSBC's use of a sustainable mobile and tablet solution with a solid, scaleable design system.

- **2011** – Led the UX and design teams in the creation of the 'Wealth & Transactional Standards', which received high acclaim within HSBC across the globe from different business teams and stakeholder levels.

- **2010** – Worked across multiple agencies to create a vision of the future of banking in a digital context using customer needs, expectations and technological possibilities as the core of a solid UX and design approach.

Head of Creative for Global Personals   Nov '09 – Nov '10

Global Personals is the market leader in white label dating with an annualised revenue of over Ł20m. Tasked with growing and developing the creative team and the B2C brands.

- **2009** – Led and managed a small team of UX consultants, designers and content creators in brand development and design for B2C brands, which saw relaunches of several digital properties resulting in an average 30**%** increase in key metrics.

- Consistent translation of revenue driving marketing objectives into meaningful digital experiences. Creation of commercially driven creative strategies in a fast paced, agile environment.

Lead Designer for HeathWallace   Oct '06 – Nov '09

Senior UI Designer for BBC Worldwide (contract)   Sep '06 – Oct '06

Senior Design for Alchemy Systems (contract)   Jul '06 – Aug '06

Senior Designer for Rawnet   Oct '04 – Jul '06