


# hello

**I'm Mark  
Wilson a Digital  
Designer based  
in Vancouver**

- 9 years of agency and in house experience
- Digital, UX/UI, Marketer, Strategist

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 mjwilson82

I believe that great design creates great experiences, my driving force is to improve the customer experience through better, more refined digital UX/UI.

## My experience

- UX/UI design
- Mobile-first design
- Digital strategy
- Digital design
- Web design
- Email strategy and design
- Project management
- Strategy
- Marketing
- Art direction
- Animation/Video production
- Photography
- Branding
- Team management

# Where I've been

1/3

2012 TO PRESENT

## Force24 - Marketing Automation: Creative Manager/Senior Digital Designer

I've led and grown a team within this technology company. The company offered creative services to clients in an agency environment, while the creative team also developed the UX/UI of the software/product the clients used.

- Creation of conversion strategies for use within marketing automation
- Website design
- Landing page design
- Email design
- UX/UI design
- Team leader (3-6 people)
- Product designer
- Client consultation
- Building operational processes
- Team mentoring
- Managing staff resources
- Animation/Video production
- Agency based

# Where I've been

2/3

2011 TO 2012

## Freshfield PR: Branding and Design Executive

A PR agency that also had a creative services department. I worked within a small team of 3 designers, focusing on legal, hospitality and sports clients.

- Brochure creation
- Branding
- Brand collateral creation
- Website design
- Email design
- Working within a team
- Managing and communicating with suppliers (Digital and Print)
- Agency based

# Where I've been

3/3

2008 TO 2011

## Blackpool and The Fylde College: Graphic Designer

Working in house for an educational establishment that caters for students of all levels from secondary school to PHD students. Part of a functional marketing team,

- Creation of 4 college prospectuses every year
- Companywide Re-branding
- Animation/Video production
- Internal marketing campaign development and execution
- Art direction
- In-house based

## Education

I have 1 degree (In Graphic Arts and Design), 1 diploma, 3 A-levels and 7 GCSE's and have attended;

- Leeds Metropolitan University
- Blackpool and The Fylde College
- Lytham St Annes Technology College/High School

## Tools that help me

Software is an important part of my everyday working life, I use the following:

- Adobe Creative Cloud (Photoshop/ Illustrator/InDesign/Premiere)
- Sketch
- Microsoft 365
- Prototyping tools - Invision/UX Pin/ Principle
- I also have an understanding of HTML 5 & CSS 3/Wordpress/Umbraco

## It's not all about work

What you do outside of work is just as important as inside work, it helps keep you refreshed, here are a few of my hobbies

- Snowboarding
- Mountain biking
- Filmmaking
- Photography
- Travelling

# Personal development

Learning and developing shouldn't stop when you leave school. I have a reading list that has helped me develop professionally and personally. [You should check a few out yourself.](#)

- Life's a Pitch
- Rework
- Confession of an advertising man
- \$100 Startup
- A book about innocent
- What ever you think, think the opposite
- How to be a graphic designer without losing your soul
- Do Purpose
- Do Create



A few of the clients I've worked with



**Magnet**



**And now...** how about  
some work?

I've hand picked a few project which  
demonstrate what I've done recently.

[click here for examples >](#)

**Thank you**, if you want to chat over anything, please get in touch.

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