

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

Two decades experience in user centred design, bringing proven knowledge in the use of customer insight to drive both UX and UI design for clients including HSBC, Sky, RBS, G4S and Barclays across a broad range of projects in both agile and waterfall

SKILLS

GLOBAL UX & DESIGN DIRECTION

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

Mark Caudell
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CREATIVE VISION

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

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LEADING USER EXPERIENCE

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

EXPERIENCE

Leading the Art Direction, Design & UX for G4S

Jan '17 – Present

G4S is the largest supplier of a vast range of security services covering almost every country in the world. Working in a large but close knit team spanning the US, the UK and India I led every aspect of UX and UI work.

2018 Digital Transformation (v2/2.1/3/3.05/4) – G4S knew that it's growth through acquisition over many years had meant that many systems were not only duplicated but being used in different ways and certainly not talking to each other. Uniting everything within a single system, whilst reviewing the UX processes from v1, I was able to move the products forward more and more towards the ideal product view bringing many longer processes into single interfaces and moving away from siloed areas into a more focused and user-friendly suite of apps.

2017 Digital Transformation (v1) – Arriving as a replacement for an entire Accenture team, I was initially tasked with reviewing and fixing the work that had been done to date in a fast paced agile development environment where requirements were never standing still. After reviewing the UX and UI work I went about creating a documented design system and UX patterns library for the Indian development team to use to craft new screens both for the mobile units app and operations desktop app. This initial work gathered much praise from the senior directors.

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EXPERIENCE (continued)

Leading the Art Direction, Design & UX for Sky

Nov '14 – Nov '16

Sky is one of the biggest providers of television and film content in the country. Working in a number of different agile teams within the software engineering department I brought UX and UI design skills to projects.

2016 ATOM CMS – Brought onboard to cover UX and UI design for a from scratch CMS for 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.

Global Design Direction for HeathWallace

Nov '10 – Oct '14

HeathWallace is a NMA Top100 agency 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 the UK as well as work to evolve and innovate with new technology and solid UX principles 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 various 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 £20m. 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.

Managing a small team of designers whilst consistently translating revenue driving marketing objectives into meaningful digital experiences. Creation of commercially driven creative strategies in a fast paced, agile environment.