Curriculum Vitae for

MARK
CORMACK

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lives at:
22 Richardson Road
Leeds, West Yorkshire LS9 9BQ

Profile

Recently released app Community Assist is available for iPhone, iPad on the iOS App Store.The app and associated marketing website, from concept/UX ideation through marketing collateral, to code to deployment is entirely me. This is a real strong example of what I'm about, what I care about and how I can help, so if you are wondering what I can do for you please take a look there:

Marketing site: https://communityassist.co.uk
App Store: https://apps.apple.com/gb/app/community-assist/id1482400630

At this point I consider myself to have a relative swiss army knife of skills. However I'm currently looking to focus on iOS and Swift apps at the moment. I have been working in Swift since Swift 1.0. I have experience in a number of Apple frameworks including UIKit, CoreData, CloudKit (and cloudKit sharing), Push Notifications, SwiftUI, SpriteKit, MVC and MVVM patterns and Unit and UITesting.

In terms of web development, I specialise in Wordpress theme (including Gutenberg blocks) & plugin builds. Recent agency work has included frontend development for Leeds Rhinos. I have been developing web builds for over 10 years and have high knowledge of front end development, combined with a visual designers eye for detail, and a UX designers mind on accessibility using HTML, CSS (& SCSS), Javascript and PHP.

Day to day I am a UX designer. Wirefaming, prototyping, usability testing, conversion rate optimisation testing (having spearheaded CRO testing for Asda Money). As well as full visual design work up's of prototype content. I have been designing professionally in agencies and in in-house roles for around 14 years. This allows me to have an exceptional understanding of requirements across both development and design and the challenges each discipline has in bringing a product together.

Experience

FREELANCE iOS/WEB DEVELOPER *Leeds 2019-Present*
Developing a series of apps launching on App Store, the first of which Community Assist is available now. Design, HTML, CSS, JavaScript, bespoke Wordpress theme & plugin developments.

SENIOR DIGITAL DESIGNER, HOME AGENCY *Leeds 2012-2019*
Most satisfying projects were where I developed more innovative and complex solutions for front end or where working more Agile to iterate prototypes quickly based on user testing feedback. Recent front end work includes Leeds Rhinos website. Dynamic prototyping/wire framing (Axure), design system work in Sketch. Visual design of sites. UX work for discovery bases including site mapping, card sorting, user testing, site usability and accessibility audits.

FREELANCE DEVELOPER *Leeds 2012-2016*
Consultation, Wire framing, Design, HTML, CSS, JavaScript, bespoke Wordpress theme & plugin developments. Including WooCommerce integration

SENIOR/CONVERSION OPTIMISATION DESIGNER, BLUECLAW *Leeds, 2010-2012*
Ensuring creation of semantic HTML for SEO. Design and front end code of a variety of websites including commerce sites using XCart and Magento. Day to day running of the team, assigning briefs, checking artwork, liaising with clients, quote generation, project management. Ran usability analysis of established websites to identify areas for improvement, design concepts based on these results & multivariate testing.

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MARKETING DESIGNER, REDCATS/DAXON *Bradford, 2007-2009*

Responsible for design from concept to print ready artwork of offline mail packs. Design of Daxon web updates. Design and html build for email marketing. Art direction of photography shoots. Responsible for the day-to-day running of team in lieu of line manager.

PRINT DESIGNER, EM HARMER PRINT & DESIGN *Leeds, 2005-2007*
Design of print-ready artwork & client management

Education

NVQ LEVEL 3 DIPLOMA IN MANAGEMENT, 2011-2012

2.2 BSC (HONS.) MULTIMEDIA TECHNOLOGY, Leeds Met University, 2003-2004

HND MULTIMEDIA TECHNOLOGY, Leeds Met University, 2001-2003

BTEC ND DESIGN (COMMUNICATIONS), Harrogate College, 1999-2001

9 GCSE'S (INC. MATHS, SCIENCE, ENGLISH), Rossett High School, 1991-1996

Skills

Xcode, Swift, UIKit, CoreData, CloudKit (and CloudKit sharing), Push Notifications & SwiftUI, MVC and MVVM patterns and Unit and UITesting

HTML, CSS, SCSS, Javascript, jQuery, Git, Gulp, NPM, Wordpress, PHP, Google Analytics

UX, accessibility, SEO, user testing, wire framing, prototyping, mobile design, conversion optimisation, eCommerce, Axure, Sketch, Photoshop, Illustrator, Indesign, photoshoot art direction.

Knowledge and insight into technical & visual online/offline design, 3D, IoT, Raspberry Pi.

Referrals

Available on Request.