



Marc Bowers

Senior UX Consultant

Profile

A UX leader that combines natural creativity and curiosity to deliver user-centric products and experiences that create measurable impact.

20 years' experience working in agency, corporate and consultancy roles planning and executing UX projects across diverse sectors such as FinTech, Education, Health, Charity and Public Sector.

Experienced engaging senior stakeholders guiding them through the end-to-end human-centred design process, from discovery and user research through to UI design and art direction.

Work Experience

January 2022 - Present

Senior UX Consultant - LION+MASON

Leading on the overall UX strategy, direction and execution of multiple projects from proposal to delivery for brands such as Cambridge University Press, Markel Insurance, Age UK, Met Police and SJP.

- Written and collaborated on proposals based on project briefs.
- Defined the UX strategy for projects, engaging stakeholders on the importance of the user-centred design.
- Conducted user research via stakeholder interviews
- Business analysis - Mapped business and system processes
- Outline and facilitate in-person/remote workshops, kick-off sessions, outlining objectives/requirements, users, journeys, timelines.
- Discovery - User/Stakeholder Interviews, UX Audits (Usability Heuristics), Accessibility Audits, Competitor/Market Analysis, User Journey Mapping, User Journeys and Information Architecture.
- Testing/Planning - Creation of research briefs, test scripts, recruitment briefs, note taking templates, surveys, tree-jacking studies.
- UX Design - Creation of interactive wireframes and prototypes and User Journey Maps.
- Analysis/Recommendations - Perform thematic analysis to consolidate findings in order to present actionable recommendations to key stakeholders in engaging client playback sessions and reports.
- UI Design - From running art direction workshops to the creation of high fidelity designs and scalable design systems using the Atomic Design Methodology.
- Branding - From ideation workshops, conceptualisation and validation into logo creation and brand guideline development.
- Formal documentation and development handover.
- Project Management - As a project lead, we engage with senior stakeholders directly to manage their requirements, queries, deadlines and deliverables, taking full accountability.

April 2020 - January 2022

Lead UX/UI Designer - Hark Systems LTD

(Previously UX/UI Designer)

Leading the UX and UI function with an award winning industrial IoT company.

- Creation, enforcement and maintenance of the Hark AUX design system to ensure consistency across all digital products.
- Plan and lead UX workshops to problem solve and gain a deeper understanding of client's issues.
- UI Design - High fidelity designs of complex data driven dashboards presenting real-time energy usage, industrial assets, buildings, real-time theft detection for Facilities/Store Managers, Energy Managers and Asset Operators for the likes of Unify, Sainsbury's and Asda. Taken from concept to delivery.
- Wireframes - Creation of low-fi wireframes for both internal and external demonstrations.
- Collaboration and Handover - Working closely with Software Engineers and Data Scientists of varying levels to discuss, work through and handover designs.
- QA - Design reviews of new features prior to release, facilitating triage sessions to prioritise amends.
- Documentation - Using Azure DevOps to create Epics, Features and User Stories to provide details for the development roadmap.
- Business Strategy - Define and implement business processes for the design and UX function to grow as needed.
- Discovery/Research - Competitor/Market Analysis, user interviews, field-studies and surveys.
- Kanban - Implementation of a UX improvement roadmap to sit outside of the regular development roadmap to ensure there were continual improvements made to our products based on insights gained through research.
- Development of the new brand proposition, including the design and build of the Hark Website.
- Creation of sales and marketing collateral such as Powerpoint, Brochures, Social Content and bespoke isometric illustrations.

October 2017 - April 2020

UX & Design Manager - Edit (formerly Branded3) - Kin & Carta Group

Leading the Creative and UX function within a large SEO agency specialising in Search, Design, PPC, Digital PR and Content Marketing. Ensuring the highest standards of execution for a wide range of well known clients such as Wren Kitchens, Shell, Oak Furniture Land, Confused.com, Ladbrokes and more resulting in award winning campaigns.

- Managed and designed award winning creative campaigns from concept to delivery on budget.
- Established and refined the creative process of the department.
- Managed resource, quoting and training budget of the creative team.
- Responsible for overall sign-off and creative output from the team.
- Mentor and support team members, holding regular 1:1's, Personal Development Reviews and Training.
- Creation of UI kits to improve efficiency.
- Support the CRO team with UX Research and UX Design..
- Creation of Interactive wireframes for the SEO and Content Strategy teams.
- As below.

March 2017 - October 2017

Digital Designer - Branded3

Executional designer producing various create campaigns, SEO/content landing pages, UX deliverables for key accounts.

- A key representative of 'design' in creative brainstorm sessions, scamping, discussing and defining the executional approach to creative campaigns before client sign off.
- Creation of concepts and interactive wireframes for client presentations/pitches.
- Frequent client playback sessions, articulating design decisions, methodology approach and art direction.
- In depth Competitor Analysis as part of UX Discovery.
- Creation of unmoderated video tests, surveys and subsequent analysis.
- Creation of in-depth UX Audits with actionable insights and recommendations.
- Documentation and handover for internal and external development teams.

July 2014 - January 2017

Creative Services Manager (e-commerce) - SIG Plc

Working within a multi-million pound ecommerce team I was responsible in managing and delivering the creative output for a FTSE 250 company within both internal teams and third parties to deliver a brand new B2B ecommerce proposition.

- Working in conjunction with the product owner's to articulate their requirements into screen designs for a multi-million pound B2B e-commerce initiative (Agile Approach)
- Ownership and creation of a 300+ page style guide document to assist the external development effort of the B2B e-commerce website.
- Managed and produced the design and development of page templates for key landing pages.
- Working closely with the online conversion optimisation manager to design and develop the content pages.
- Continual CRO improvements for 5 B2C e-commerce websites (Agile Approach)
- Design and development of email templates for both internal and external communications.
- Front end development and maintenance of 20+ brochure website via Wordpress and Umbraco.
- Management of the design and production of the acquisition materials including the key account manager packs, email, letterhead, leaflets for the B2B e-commerce initiative working closely with the Acquisition manager.
- Working with various internal and external parties to implement a process for delivering new content/templates across multiple environments for the B2B e-commerce initiative.

October 2011 - June 2014

Digital Designer - SIG Plc

October 2010 - October 2011

Senior Digital Designer - Guardian Media Group (Radio Division)

October 2006 - October 2010

Digital Designer - Guardian Media Group (Radio Division)



Portfolio

www.marc-bowers.co.uk

Contact

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Skills Include

- UX Strategy
- User Experience Design
- User Research & Analysis
- Information Architecture
- Usability Testing
- UI Design
- Heuristic Evaluation
- Journey Mapping
- Interactive Prototyping
- Project Management

Toolkit

- Miro
- Mural
- Axure RP
- Figma/FigJam
- Adobe Creative Suite

Online tools such as Optimal Workshop, UserTesting and Loop11.

Competencies

- Leadership
- Stakeholder Management
- Commitment
- Collaboration
- Trustworthy
- Communication
- Self-motivation
- Problem Solver
- Analytical

Education

HND Interactive Media

University Centre at Wakefield College
(2004 - 2006)

Advanced ICT (3 A-levels)

Wakefield College
(2002 - 2004)

5 GCSE's Graded A-C

Horbury Academy
(1997 - 2002)

Interests

- Gym
- Outdoors
- Cars /Motorsport
- Cooking
- DIY

Misc

Clean driving licence, homeowner

References

Available on request.

