



Mark Russell

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Profile

I am a **user experience** specialist working both as a creative **Design Lead/Art Director** and an issue-aware **Information Architect**. I am equally adept at either role and frequently combine both in my work.

As Design Lead/Art Director I create or manage clean, bright, on-brand visual work. As lead Information Architect I ensure sites work for everybody, covering usability and accessibility issues. Both roles require me to be fully aware of current digital trends and technologies.

I work in deeply creative roles across premium brands and accounts focussing on whole-site and information design projects. I produce or manage the creation of highly usable as well as visually stunning work.

See my portfolio, **resaturate.com**

Snapshot

Agencies

AKQA
Joshua Interactive
Modem Media
Dare Digital
Digitas
M&C Saatchi
Oyster Partners
Enterprise IG
Wunderman
Proximity
Grand Union
Complete
Forward Publishing
Perspectives

Clients

Sony PlayStation
Heal's
BT Openworld
Accenture
Chello
UPC Media
BBC Online

Brands

BBC Choice
bmibaby
British Airways
BT
Egg
HP
KPMG
Lloyds TSB
Microsoft
MINI
NCR
Orange
Pedigree
Procter & Gamble
Qantas
Reuters
Royal Mail
Scottish Widows
Sky Sports Football Manager
Tesco.com
T-Mobile
Unilever
Vodafone
Voom

Skills

Art Direction & design management
Information Architecture
— with full documentation & user testing
Conceptual design
Client presentation
Visual & conceptual brainstorming
Scamps & marker layouts
Digital illustration

Adobe Photoshop CS3
Adobe Illustrator CS3
Adobe ImageReady CS3
Adobe InDesign CS3
(X)HTML, CSS & PHP (hand coded)

Causata Inc.

Summer 2009
Brand & design consultant

Full brand development, implementation guidelines and design work for technology startup, **Causata**. See causata.com

Digitas

June to December 2008
Lead Interaction Designer
(IA/UX)

Working as lead IA on the **Nakheel** client. Nakheel are the Dubai-based company responsible for engineering and building spectacular coastal projects like the **Palm Jumeirah** and **The World**.

I have been responsible for overseeing the IA process on multiple Nakheel projects including research exercises, written personas, and traditional structural/wireframe work. All work has been of presentational quality earning the department's best score in the client's review.

Six & Co

November 2007 to February 2008
Art Director
Information Architect

I worked in a traditional advertising Art Director role, concepting online campaigns and as lead designer on web projects. Most clients were **Procter & Gamble** brands including **Flash**, **Vicks**, **Pantene** and **Wella**. I directed campaigns for menthol sweets and haircare and designed campaign websites for **Flash Powermop** and **Vicks**.

Modem Media

March to September 2006
November 2006 to June 2007
Art Director
Information Architect

I worked for Modem over two long periods as an Art Director managing multiple projects on their **Lloyds TSB** client team.

I was responsible for the full design and visual implementation for **Scottish Widows** returning to do the same for their Financial Adviser Extranet.

I was also involved in a number of **Lloyds TSB** projects, most notably information and visual design of the bank's online account application process which we **converted from an 80% drop-off to an 80% take-up**.

Later I completely redesigned **Travellex** online, streamlining their purchasing flow.

See scottishwidows.co.uk, Lloyds applications at tinyurl.com/5648va & travelex.co.uk

Dare Digital

September to October 2006
Senior Designer

For Dare I designed a microsite for **Flora** (Becel) Pro-Activ, linking up a campaign about heart disease prevention.

See loveyourheart.com

Joshua Interactive

January to March 2006
Senior Designer

I created a whole canine experience for brand leader **Pedigree** based around a prototype community for the new campaign *What's your dog's thing?* It's a place where dog owners can meet and let the world know what crazy thing makes their dog special.

See www.uk.pedigree.com

Wunderman

December 2005
Senior Designer

Design of a key experience piece for **Microsoft** Office which is now available on **Windows Mobile** phones. Also **art directed a Christmas advertising campaign** for Microsoft Mobile Software in the US.

Proximity

October to November 2005
Senior Designer

Illustration and Page design for the **Royal Mail** portal website demonstrating the difference between their signed-for products. Also the illustration of the signed-for key brand signature.

Voom

October 2005
Brand & design consultancy
Freelance commission (including IA)

A **brand exercise, identity**, site design and build for Voom, a mobile telephony software development company specialising in graphics acceleration.

See www.voomgraphics.com

AKQA

February 2005 to September 2005
Multiple bookings
Senior Designer

Complete design of fashion e-commerce site for **Kaleidoscope**, part of the **Freemans** catalogue group, **Otto**.

Also working across various retailing and promotional areas of the **Orange.co.uk** website, and other clients including **Sainsbury's**, **Intercontinental Hotels Group** and **3M**.

Sony PlayStation

June to July 2005
Freelance commission

Work for the Sony's European in-house interactive design team, promoting and supporting a wide variety of **Playstation** game titles plus their **PS2** and **PSP** hardware.

M&C Saatchi

October 2004 to August 2005
Multiple bookings
Senior Designer

I designed a consumer focussed website for **British Airways**. The site was integral to a campaign offering deals on combined packages of hotels and flights which has now been integrated into BA's core offer.

I was also closely involved with campaign work for **BA** as well as the clients **Reuters**, **Qantas**, **World Vision**, **KPMG**, **NHS**, **Travelex** and **MINI**.

Enterprise IG

May 2005
Senior Designer

Deploying new interactive educational work for **Vodafone**. Also developing the core of a demo for a company-wide intranet project for **Unilever**.

Heal's

February to March 2005
Art Direction + IA Consultancy

Working as sole IA and design consultant for **Heal's**, the fine interiors retailer. Responsible for scoping, documenting and designing their online **Wedding and Gift List** application.

See www.heals.co.uk/giftlist

Oyster Partners

November 2004 to January 2005
Senior Designer

Oyster pushed through a whole-site redesign of **BT.com** early 2005. My commission was to design business specific pages within the overall **BT** website framework.

Grand Union

May to July 2004
Senior Designer

Commissioned to redesign the **bmibaby** website working for award winning interactive agency Grand Union. The site now out-performs competitors' and increased sales by 12%.

See www.bmibaby.com

Other Work

Between 2000 and 2004
Mid-weight to senior roles
A précis

I worked on **T-Mobile** at Complete, **BT** e-learning contracts for **Accenture** and directly for **BT Openworld** looking at sportal.com; Designed the winning pitch for the **NCR** intranet and worked on **Egg** banking and the tesco.com 'You and Your Child' website for **Forward Publishing**; I conceptualised and designed the website to compliment the interactive football game **Sky Sports Football Manager**; I was one of two lead designers responsible for concept and design work for **Chello** branded content on their portals and other online projects and also designed pages and content for Chello's **iTV** service; I rebuilt the online presence of thefourvintners.co.uk; I worked on projects for clients including **Carlsberg Tetley** and **HP** for **Perspectives**; And it all began when I conceptualised, designed and implemented the TV tie-in website, BBC Choice World Clubbing, for **BBC Online**.

Please see my websites, resaturate.com for additional projects and www.markrussell.me for photographic work.
Note. I was overseas between the months of July and October 2004, October 2006 and March 2008 and studying for my Masters degree January to December 2009.

Education

University of the Arts London

MA Photography

2009

University of East Anglia

BA (Hons) Philosophy & Politics

1994 to 1997

Varndean College, Brighton

A Level Photography, Art, English Literature

1991 to 1993

Ringmer Community College

GCSE English Literature, English Language, Mathematics, Graphics, Art, Technology, Chemistry

1986 to 1991

Acclaim

My portfolio, resaturate.com was selected for inclusion in the book **Taschen's 1000 Favourite Websites**. As they put it, "A place marker in the history of the internet and a vibrant catalog of cutting-edge global web design."

Publisher: Taschen, **ISBN:** 3-8228-2586-7