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Profile

I'm a user experience specialist working as an issue-aware User Experience Architect and Interaction Designer. I specialise in human interface and interaction, often tempered by testing and analytics.

I ensure apps and sites work for everybody across devices and platforms. I have fourteen years experience managing, designing and delivering major digital interface projects for agencies and clients across the private and public sector, including startups, software houses and direct clients.

See my portfolio, and download my UX PDF at 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

BBC Online
Directgov
Government Digital Service
Sony PlayStation
Heal's
BT Openworld
Accenture
Chello
UPC Media
Causata

Brands

BBC Choice
bmibaby
British Airways
BT
Directgov Innovate
Egg
HMG, Cabinet Office, and others
HP
KPMG
Lloyds TSB
Microsoft
MINI
NCR
Orange
Pedigree
Procter & Gamble
Qantas
Reuters
Rocket Lawyer
Royal Mail
Scottish Widows
Sky Sports Football Manager
Tesco.com
T-Mobile
Unilever
Vodafone
Voom

Skills

User Experience Design
— with full documentation
User insight & testing
— analytics, scripting & interpreting
Visual and interaction design
— concept to delivery
Branding and Identity

Team leadership
Stakeholder management
Client presentation
Concept development
Agile iteration and practice
Code – HTML5, CSS, jQuery, PHP

Career History

Mark Russell

Freelance

June 2013 onwards
(UX, Business)

Work for freelance clients including a reprise of personal client **Jon Baines Tours**. (Ground-up re architecture, design, build.) Also business & strategy for a pre-launch startup.

See jonbainestours.co.uk

Rocket Lawyer

May 2012 to May 2013
Head of User Experience
(UX)

Rocket Lawyer, a US-based startup, provide online access to legal services – both legal documents and lawyers – democratising access to law. I worked in both the London and San Francisco offices working across core product and new innovations, eventually leading the UX practice for the company as Head of User Experience.

See: rocketlawyer.com and rocketlawyer.co.uk

Aeon Timeline

Autumn 2011
Application Design
(UX & Design)

Aeon Timeline is a desktop Mac application that helps writers, researchers and historians plot stories and describe relationships between events over time. I took the beta version of Aeon Timeline and fundamentally redefined the user interface, consolidating two modes into a unified view.

See scribblecode.com

Directgov Innovate & Government Digital Service

January 2010 to April 2011 + Follow-up
Lead Interaction Designer
(IA/UX & Design)

Directgov Innovate were the small, rapid prototyping team within the larger Directgov organisation who operated off-platform to provide rapid/experimental solutions to a range of teams and departments across government.

I was involved as UX and design lead across multiple projects. In particular I **researched, defined, documented, and designed Spark** a pan-government application that encourages showcasing and cost-sharing of innovation within the public sector.

See sparkdev.co.uk – currently in Beta, part of BIS and DWP.

I also returned to help the Innovation & Delivery team at the new Government Digital Service, looking at the Queens' Awards for Voluntary Service application and others.

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 **Travelex** online, streamlining their purchasing flow.

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

Career History

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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 was 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.

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**.

Previous Work

Between 2000 and 2005
Mid-weight to senior roles
A précis

I worked with the in-house **Sony Playstation** team; worked on many brands for **M&C Saatchi** including **British Airways**, **Reuters**, **Qantas**, **World Vision**, **KPMG** and **MINI**; deployed interactive educational work for **Vodafone**; developed internal systems for **Unilever**; designed **Heal's** new Gift List service; I worked on the **bmibaby** redesign for **Grand Union**, **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 designed branded content for **Chello** portals and also designed pages and content for their **interactive TV** 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 designed the TV tie-in website, BBC Choice World Clubbing, for **BBC Online**.

Please see resaturate.com for additional projects and further information.

Note. I was overseas between the months of July and October 2004, October 2006, March 2008 and spring 2012, and was 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