

CERVEN COTTER

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Multi-disciplinary 'T-shaped' creative individual with over 16 years experience working across a diverse range of sectors. I have always had user-centric design at the core of my work and continue to drive this in any team I'm part of or lead.

WORK EXPERIENCE

USER EXPERIENCE (UX) LEAD

GFM (online gaming / marketing) OCTOBER 2013 – current

- Key part of the delivery team of the very successful SkyBet game, Sky Fantasy Six-a-side
- Pioneered responsive (mobile first) fantasy games within the company
- Primary UX and UI designer for all native (iOS & Android) mobile app projects
- Introduced and drive frontend framework usage, design patterns and in browser design
- Educating and mentoring all relevant members of the business about UX principles
- Assist with the implementation and maintaining of Agile methodologies
- Day to day management of the digital team including recruitment
- Currently driving the rebrand of digital team (GFM Unit 6)

SENIOR DESIGNER

ITINERIS (digital marketing agency) FEBRUARY 2011 – OCTOBER 2013

- Introduced and led the direction of responsive (mobile first) client websites
- Led the rebrand of the company
- Developed in-house email marketing system brand 'Little Green Plane'

SENIOR WEB DESIGNER

Armchair Ventures (affiliate marketing) FEBRUARY 2011 – OCTOBER 2013

- Launched and created a series of affiliate websites around the "Mr" brand concept
- Rebuilt and designed rakeback.co.uk

CREATIVE & PRODUCTION MANAGER

ZA Publishing (niche publishing) JUNE 2006 – JUNE 2008

- By redefining the workflow, we never missed a weekly print-in deadline for the SA Times newspaper, unheard of before I joined the team
- Led the launch and overall development of glossy publication "South Africa magazine"
- Created and delivered websites for the two primary publications

GRAPHIC DESIGNER

Barrows (point of sale marketing/sales) APRIL 2005 – APRIL 2006

ART DIRECTOR

Pentagraphix (property industry) OCTOBER 2004 – FEBRUARY 2005

EDITOR/ART DIRECTOR/CO-FOUNDER

Make Some Noise magazine (niche publishing) JUNE 2004 – OCTOBER 2004

GRAPHIC & WEB DESIGNER

Pentagraphix (property industry) FEBRUARY 2004 – MAY 2004

ASSISTANT EDITOR/WRITER/DESIGNER

Atoll Media (niche publishing) FEBRUARY 2000 – DECEMBER 2003

PERSONAL PROJECTS

DIGITAL DESIGN CONSULTANT

pixeldeath.com (digital marketing) AUGUST 2006 - current

CINEMATOGRAPHER / EDITOR

DeathDestroy Films (filmmaking) APRIL 2014 - current

EDITOR/DEVELOPER/OWNER

nanoreefblog.com (niche aquarium blog) NOVEMBER 2008 – APRIL 2014

EDITOR/DEVELOPER/CO-OWNER

Distorted Magazine (digital music magazine) AUGUST 2006 – JUNE 2008

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SKILLS

USER-CENTRIC DESIGN
UI DESIGN (WEB/APP)
RESPONSIVE DESIGN
FRONTEND DESIGN
PROTOTYPING
WIREFRAMING
USER JOURNEYS/FLOWS
SITEMAPS
REQUIREMENT GATHERING
INFORMATION ARCHITECTURE
AGILE
PROJECT MANAGEMENT
TEAM MANAGEMENT
BRANDING
COPYWRITING
CINEMATOGRAPHY
EDITING

"Under the guidance of strong leadership empowered with focused direction, I'm a firm believer that a talented team will always deliver the best solutions - irrespective of the platform or medium."

TOOLS

OSX / iOS
AXURE
PHOTOSHOP
SKETCH
ILLUSTRATOR
INDESIGN
ESPRESSO
HTML
CSS/SASS
FOUNDATION FRAMEWORK
FINAL CUT PRO
JIRA
CONFLUENCE
WORDPRESS
MAGENTO

"UX is not visual aesthetic, but having a strong visual aesthetic will enhance the UX"

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