

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) & WEB DEVELOPMENT TEAM LEAD

GFM OCTOBER 2013 – current

- Key part of the delivery team of the very successful SkyBet game, Sky Fantasy Six-a-side
- Heading up the design & development of the NewsUK project, The Sun £9.50 Holidays
- Design and architecture of all digital projects which interface with end users, customers services, account managers and external suppliers and clients.
- Lead on pitches for new business, both in presentation as well as in defining/scoping project requirements.
- Pioneered responsive (mobile first) design and build within the company
- 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
- Led the redesign process of breakfreeholidays.co.uk including the new checkout system
- Brand development of the tech division, GFM Unit 6

SENIOR DESIGNER

ITINERIS 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 JANUARY 2009 – FEBRUARY 2011

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

CREATIVE & PRODUCTION MANAGER

ZA Publishing JUNE 2006 – JUNE 2008

- Redefined production workflow to eliminate previously missed deadline problems.
- Led the launch and overall development of glossy publication "South Africa magazine"
- Created and delivered CMS based websites for the two primary publications

GRAPHIC DESIGNER

Barrows APRIL 2005 – APRIL 2006

ART DIRECTOR

Pentagraphix OCTOBER 2004 – FEBRUARY 2005

EDITOR/ART DIRECTOR/CO-FOUNDER

Make Some Noise magazine JUNE 2004 – OCTOBER 2004

GRAPHIC & WEB DESIGNER

Pentagraphix FEBRUARY 2004 – MAY 2004

ASSISTANT EDITOR/WRITER/DESIGNER

Atoll Media FEBRUARY 2000 – DECEMBER 2003

PERSONAL PROJECTS

DIGITAL DESIGN CONSULTANT AUGUST 2006 - current

CINEMATOGRAPHER / EDITOR 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
PRODUCT DESIGN
TEAM MANAGEMENT
BRANDING
COPYWRITING
CINEMATOGRAPHY
VIDEO 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
BALSAMIQ
MARVEL
SKETCH
ILLUSTRATOR
PHOTOSHOP
INDESIGN
ESPRESSO
HTML/CSS/SASS
FOUNDATION FRAMEWORK
JIRA/CONFLUENCE
GITHUB/BITBUCKET
WORDPRESS
MAGENTO
FINAL CUT PRO

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

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