

# 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 (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
- Led the redesign process of [breakfreeholidays.co.uk](http://breakfreeholidays.co.uk) including the new checkout system
- Brand development of the tech division, 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 2009 – FEBRUARY 2011

- Launched and created a series of affiliate websites around the "Mr" brand concept
- Rebuilt and designed [rakeback.co.uk](http://rakeback.co.uk)

### CREATIVE & PRODUCTION MANAGER

ZA Publishing (niche 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 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  
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  
SKETCH  
MARVEL  
ZEPLIN  
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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