

# CERVEN COTTER

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## SUMMARY

Multi-disciplinary creative individual who sees the big picture but ensures the finer details are attended to. Having started his career in 1999, he is vastly experienced in all aspects of user-centric design whether it is hands on or by building and managing teams. Successfully delivering results for the likes of HSBC, Photobox, Rentokil, News UK, SkyBet, Telegraph, UEFA, Unilever, Philip Morris, Coca Cola as well as numerous start-ups and celebrity's such as David Emanuel.

## SKILLS

- |                                       |                                   |                                 |
|---------------------------------------|-----------------------------------|---------------------------------|
| + UX (User Experience) Design         | + UI (User Interface) Design      | + Responsive Design             |
| + App/Mobile Web Design               | + Frontend Design (HTML/CSS/SASS) | + User Journey mapping/planning |
| + Wire framing                        | + Product Management              | + Team Management               |
| + Agile (Certified Agile Scrummaster) | + Creative Direction              | + Brand Design & Development    |
| + Editorial/Feature Writing           | + Magazine/Layout Design          | + Digital Marketing             |
| + Copywriting                         | + Video/Film Editing              | + Cinematography                |

## TOOLS

- |                |                     |                 |
|----------------|---------------------|-----------------|
| + OS X / iOS   | + Axure             | + Sketch        |
| + Adobe CC     | + Espresso          | + Zeplin        |
| + Slack        | + Jira / Confluence | + Microsoft 365 |
| + Google Suite | + Paper & Pen       |                 |

## RECENT WORK EXPERIENCE

### DIGITAL DESIGN CONSULTANT

PA CONSULTING LTD | LONDON, UK | 01-2019 – present

- Working with and assisting a wide range of clients such as Photobox, HSBC, NHS and more in their digital design requirements
- Provide scrummaster services for clients and their teams as required
- Explore and find ways to help clients become better at what they do through digital transformation and disruption
- Pro-actively assist with bids and pitches to win additional client work for the firm
- Firm's Slack workspace principle administrator

### USER EXPERIENCE (UX) & WEB DEVELOPMENT LEAD

GFM LTD | COLCHESTER, ESSEX | 10-2013 – 12-2018

- Managed the entire digital team in the absence of a CTO and Head of Digital figurehead.
- Hired contractors to fill gaps in our skillset, recruited new team members (designers & developers)
- Managed external 3<sup>rd</sup> party teams based in other countries such as Romania and Vietnam.
- Transformed SkyBet's Fantasy Football game into a fully responsive solution involving the full design process starting with user data, wireframe iterations, user testing and finally releasing the game with a new interface. The new version of the game saw an increase of 32% of manager signups.
- Developed and pitched the concept for SkyBet's successful game, Sky Fantasy Six-a-side. I further assisted not only in the UX function, but also frontend design, and performed a number scrum master duties including facilitating daily stand ups, sprint planning, backlog grooming and leading retrospectives.
- Redesigned and led on the conversion of The Sun £9.50 Holidays website into fully responsive.
- Designed and implemented the Sun Saver wallet interface for the The Sun £9.50 Holidays website.
- Conceptualised, mocked up, prototyped and managed the processes for a large number of game concepts to be put in front of potential clients.
- Introduced responsive (mobile first) design & build within the company by ensuring any pitches for new work consisted of mobile mock-ups.
- Pioneered the use frontend frameworks, design patterns & in browser design to reduce delivery times especially for smaller bits of work.
- Assist with the implementation & maintaining of Agile methodologies and providing in-house training on the use of Jira/Confluence.
- Proactively placed myself as the primary product owner for internal brand, breakfreeholidays.co.uk in order to improve its position within the market and increase revenue generation. Leading the rebrand whilst working directly with senior stakeholders, I provided the UX function and launched the revised online booking system which included a highly optimised checkout system which to date constantly performs incredibly well, up to a 100% improvement on previous system.

### SENIOR DESIGNER

ITINERIS LTD | IPSWICH, SUFFOLK | 02-2011 – 10-2013

- Introduced & led the direction of responsive (mobile first) client websites by pro-actively starting with mobile first planning & thinking.
- Led on client workshops to gather requirements and to understand client business objectives whilst ensuring a positive user experience was delivered.

- Created pixel perfect designs for frontend developers to build from.
- I created and implemented the 'design to development' process to ensure efficient handover of all design related work as well as reviewing and testing developed materials to ensure it remained inline with the original intended design.
- Compiled and delivered complete style guides as guidance for the development teams.
- Prepared specification & pitch materials for the sales team including website and app concepts.
- Led the rebrand of the company including redesign of the website.
- Developed in-house email marketing system brand 'Little Green Plane'.

## PREVIOUS ROLES

### DESIGN CONSULTANT

FREELANCE | WORLDWIDE | 02-2008 – present

### PRESS/MEDIA OFFICER

INTERNATIONAL BODYBOARDING CORPORATION | WORLDWIDE | 02-2020 – present

### SENIOR WEB DESIGNER

ARMCHAIR VENTURES LTD | LONDON, UK | 02-2009 – 02-2011

### CREATIVE & PRODUCTION MANAGER

ZA PUBLISHING LTD | LONDON, UK | 07-2006 – 06-2008

### DESIGNER

BARROWS | DURBAN, SOUTH AFRICA | 04-2005 – 04-2006

### ART DIRECTOR

PENTAGRAPHIX | DURBAN, SOUTH AFRICA | 08-2004 – 02-2005

### EDITOR/ART DIRECTOR/CO-FOUNDER

MAKE SOME NOISE MAGAZINE | DURBAN, SOUTH AFRICA | 06-2004 – 08-2004

### DESIGNER

PENTAGRAPHIX | DURBAN, SOUTH AFRICA | 02-2004 – 05-2004

### ASSISTANT EDITOR/WRITER/DESIGNER

ATOLL MEDIA | DURBAN, SOUTH AFRICA | 02-2000 – 01-2004

## EDUCATION

+ **SCRUMMASTER LEVEL I** – LONDON, UNITED KINGDOM

+ **DIGITAL MEDIA DIPLOMA** – MEDIATECH, SOUTH AFRICA

+ **JOURNALISM 2<sup>nd</sup> YEAR** – DURBAN TECHNIKON, SOUTH AFRICA

+ **HIGH SCHOOL CERTIFICATE** – PORT SHEPSTONE, SOUTH AFRICA

## SIDE PROJECTS

Side projects fuel creativity away from 'day job' digital properties and has allowed for further exploration of design as a problem solving and communication tool. A few of these notable projects include:

### + DISTORTED MAGAZINE

A monthly digital music publication focusing on punk rock and related genres which was active for almost 3 years.

### + NANO REEF BLOG

Personal reef aquarium blog that attracted 1000s of readers from across the globe on a daily basis. Was eventually sold.

### + THE HAUNTED HOTEL

Title sequence direction, editing and post-production on this soon to be released UK feature film.

### + SHORT FILMS/EDITS

I've created and filmed numerous small edits mainly around ideas I have, sometimes with skateboarding, sometimes just an idea.

## INTERESTS

- |              |                 |                    |
|--------------|-----------------|--------------------|
| + Family     | + Bodyboarding  | + Design           |
| + Filmmaking | + Aquariums     | + Circular Economy |
| + Dark Art   | + Skateboarding | + Architecture     |