



MARCUS CHADWICK

Experienced UX/UI Manager and designer

DESIGN

Proven track record working in various industries including online gaming, finance, trading, newspapers, real estate, eCommerce and more. From user research, rapid prototyping through to high fidelity UI.

MANAGEMENT

Experience with strategy, product workflow, implementation of department processes, sprint planning, team recruitment and management, stakeholder, product and development collaboration.

PRODUCT

A versatile all-rounder with a history of visual design, art direction, front-end dev using HTML/CSS/JS/Wordpress and project management which I find useful when collaborating closely with in-house or remote development teams.

EXPERIENCE

January 2021 - Present

UX Lead (Team Manager) at Begame

Working in a fully remote capacity managing a team of product designers in the UX department. Managing a design system and implementing strategies. Introducing user research to the company, including user testing. Managing Jira boards for the UX/UI designers and user researcher. Producing hands-on UX/UI for the companies various brands

October 2019 - January 2021

UX/UI Consultant

Contracting for various companies including Malta-based Agency Blexr, Wedge Traffic, Future Strategy Club and NTT Data working on pitches for clients including a winning pitch for NHS projects.

November 2018 - October 2019

Head of Product Design at Finixio

A startup that works with forex, finance, cryptocurrency and lending products. Hired a team of designers and developers while driving a significant overhaul of the companies existing products. Creating an extensive component library/design system. Gathering stakeholder requirements, brainstorming solutions, handover for development using tools such as Zeplin, Abstract, Invision and Marvel. Setting up the product workflow in agile, creating Jira stories, running stand-ups and sprint planning with both designers and developers.



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EXPERIENCE CONTINUED

October 2011 - August 2018

Head of UX & UI at Spacebar Media (Rank Group)

Responsible for implementing the company's UX strategy, introducing a user-centric approach to the organisation applying new methodologies workflows and processes such as directing research, heuristic reviews, wireframing, interactive prototypes, user flows and journey maps, and delivering high fidelity UI design.

Experience creating a design system, style guides and shared component libraries. Management of the conversion rate optimisation platform.

Career path management, leadership and coaching training leading to design leadership, team coaching and career development.

Over the years, I built close relationships with key stakeholders and departments, putting in place discovery and continuous delivery processes while introducing new tools to help streamline and optimise projects.

During my time with the company, I was responsible for the creation of the online version of the Aspers Casino Brand, a major B2B client I pitched to, which led to ultimately working on their digital transformation.

Other brands I have created in my earlier years include Spin and Win, Kitty Bingo and Magical Vegas. I created these brands, designed logos and produced original UI design leading on to managing a small team of frontend devs who I oversaw the build process. Later I was promoted to head of UX and lead a small group of researchers in discovering potential opportunities for improvement.

March 2010 - March 2011

UX & UI Designer at William Hill PLC

Designing for William Hill's various products and mobile apps. UI Design, HTML/CSS, translating UX design from wireframe concepts to high fidelity mockups through to HTML prototypes. A major highlight was their IOS and Android sports-book and casino apps. As part of a multi-disciplinary and cross-departmental product team, we worked in agile sprints to create app features liaising with stakeholders at every step of the way and user testing to iterate and improve. I was responsible for coding several features that I had previously designed.



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EXPERIENCE CONTINUED

2009 - 2010

Stan James Sports (Part of Unibet)

Designing sites, landing pages and emails for the poker, casino and sports-book platforms. UI Design, graphic design and coding.

2006 - 2011

Freelance Agency Founder

Founder of a small web agency. Based in Alicante then Marbella. Over 100 sites under my belt for international clients including real estate, finance and forex, telecommunications, eCommerce sites, medical consultants and companies within the travel and tourism industry.

1998 - 2006

Designer & Developer at Newsquest (Gannet)

Working with a portfolio of national online papers and magazines. Also liaising with commercial clients, including estate agents, car dealerships, furniture stores to create sites. Graphic/Print and web design alongside development and coding for database-driven websites.

SOFTWARE

• Sketch • Abstract version control • Figma • Adobe Photoshop • Adobe Illustrator • Balsamiq
• InVision • Marvel • DSM • CSS3 • SASS • HTML5 • Custom Wordpress • Localisation / multi-language • Bespoke CMS creation • Github / Bitbucket • Sublime Text • JIRA • Office suite • Hot Jar • Google Optimise • VWO

SKILLS

• UX/UI • Strategy • Team building & mentorship • Management • Design systems • Wireframing • Usability testing facilitation or observation • Sprints/agile • AB testing • Product innovation • Creative direction • Stakeholder management and presentation • Brand creation • Concept development • Design principles • Mobile design and responsive web

Career Path management and future leaders training • UX Training with Imparture • design-interaction.org • National diploma in graphic design