

# MARTIN GRAY - CURRICULUM VITAE

Senior Digital Creative specialising in web design and online applications for 20 years.  
Passionate about designing solutions that meet user needs and create positive experiences.

## Personal Details

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## Specialities

- Solid understanding of Web and App design process from initial concept to end product.
- Experience of digital marketing strategies, social media and online marketing campaigns
- Passion for new technologies and pushing the limits of designing for the web and mobile.
- Excellent knowledge of user experience design, identifying usability issues, mapping customer journeys and the importance of multi variant testing.
- Planning and developing onboarding Campaigns and Product Tours to support users.
- Good front end web development skills to support design - HTML 5, CSS 3
- Wireframing initial concepts and interactive mockups.
- Photography both commercially for client work and for own interest.

## Software

- Design: Photoshop and rest of Adobe Creative Suite, Sketch, InVision, Balsamiq
- Email: Vertical Response, MailChimp (Mandrill), Campaign Monitor, Sublime Text
- CMS: Wordpress, OpenCMS, Kentico, SiteCore,
- Microsoft: Word, Excel, PowerPoint
- Other: Intercom, Crazy Egg, Trello, Mixpanel, Google Analytics

## Employment

### April 2016 to Current Date - Director of UX Design, Polecat Intelligence, Bristol

Primarily responsible for the Initial design and interface of the core product. I also oversee the user testing, onboarding campaigns and product tours.

- Functioning as a bridge between Design, Product Engineering and Marketing Teams.
- Own Polecat Hub interfaces and prepare styleguide and interface guidelines.
- Mentor junior members of the design team.
- Work closely with Executive team to develop the UX Strategy.
- Define engagement Metrics for the success of the product
- Part of the User Analytics Team and involved in weekly meetings monitoring product interaction.
- Create and manage Product Tours using Intercom. From onboarding to new feature introductions.

### December 2013 to April 2016 - Lead UX Designer, Muddy Boots Software, Bristol

I am the creative and UX department responsible for both the visual look and the usability of all the Muddy Boots applications.

- Working closely with project managers to identify areas for key functionality for all the Muddy Boots applications.
- Organise user testing and create reports and recommendations for improvements
- Creating photoshop mock ups/wireframes/prototypes
- Cross-functional collaboration and creative direction. Coordinating with product owners to understand high-level objectives and collaborate with engineering teams to translate them into engaging user experiences

### **May 2012 to December 2013 - Lead Designer, Healthspan, Bristol**

Heading up the digital design team, responsible for the visual identity of the Healthspan E-commerce website and the sub brands, Elite, Weight-Away, Vitempo, Nurture and VetVits.

- Support marketing team designing and building html emails campaigns, banner animations and cross-site promotions.
- Redesign of mobile friendly Healthspan website from initial sketches to usability studies, prototyping and final design.
- Create templates for email campaigns to reduce turnaround time. Triggered emails based on customer behaviour.

### **November 2009 to May 2012- Senior Digital Designer, Confused.com**

As the senior designer I was responsible for maintaining and refining the style guide and ensuring the brands identity across the site and offline. I grew a team of 4 to create the majority of design work in-house rather than outsourcing it, saving Confused a fortune in agency fees. Working in an Agile environment I lead the daily scrum.

- Support PR team with online and offline promotions. Including all branding for a Confused.com Swap Shop event at Victoria Station hosted by Keith Chegwin.
- Successfully redesigned the Car insurance quote process, by reducing questions sets and layout improvements resulting in a 4% rise in conversions.
- Redesign of Confused homepage to reflect the above the line advertising and provide 2% increase in click-throughs to the quote processes.
- Designed layouts for the Mobile version of the website and quote process forms.
- Concepted and Art Directed 2 MSN Homepage Takeovers using Google DoubleClick.

### **May 2000 - Nov 2009: Freelance Web Designer**

- Contracted to redesign and rebuild Brunel Promotions website to put their entire range of diaries and calendars onto the web. Designed and built html emails. Created press adverts for trade magazines and exhibitions stands for 2 trade shows.
- Supported the Art Directors at Flourish to develop email concepts into final designs and translate them into solid HTML. Campaigns for Coca-Cola and Betfair.
- Add Momentum Bristol - Creative direction of websites, blogs, email campaigns and banner animations. Working with the client to understand the goals of the site before creating a list of requirements, wire framing and building small prototypes
- 7 month contract at Screwfix Direct in Yeovil producing online banner campaigns, emails and maintaining the online catalogue.
- Contract at TRA creating sitemaps, wire-frames and user journeys for Benadryl website.
- 8 Months at New Media Maze in Bristol producing micro-sites online press kits and html emails for Peter Pan, Creature Comforts and Reservoir Dog DVD Releases.
- 6 month contract at Cisco Systems in Heathrow as lead web designer for the UK and Ireland website working closely with the team of developers.
- Freelancing at Special Moves Designed and built a banner campaign for Sony Mobile Phones, Channel 4 and Volkswagen Bora.
- Contracted at Hyper Interactive to prepare and broadcast the International Advertising Awards ceremony live from Cannes and Design and Art Direction award ceremony live over the internet from the Odeon, Leicester Square

### **Interests and Activities**

I maintain the village book swap from an old telephone box which I restored and repurposed last year. I love cycling, both road and mountain biking and enter a few events every year. I also cycled up Alpe d'Huez. I have a passion for gadgets and new technology, I am a keen photographer, love reading, travelling, running and surfing.