

Robert Morgan-Macdonald

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Objective

A Senior Web Designer with 6 years of industry experience. Enthusiastic about working in fast-paced and challenging environments. Eager to continue learning Front-End languages (HTML, CSS, JavaScript and jQuery), Figma, XD and the Adobe Creative Cloud (Photoshop, Illustrator and InDesign).

Key Skills

- Proficient in front-end languages (HTML, CSS, JavaScript and jQuery) and responsive frameworks (Bootstrap).
- Versatile with CMSs including WordPress, Joomla, Drupal, Wix, and Squarespace.
- Experienced user of the Adobe Creative Cloud including Photoshop, Illustrator and InDesign.
- Skilled in UX design, including creating designs, wireframes and lo and hi-fidelity prototypes (using Figma and XD), A/B tests, conducting user research and usability testing.
- Proficient in analysing Google Analytics data.
- Excellent communication, time management, organisational and interpersonal skills.
- Ability to work in a team and individually.

Employment History

Senior Web Designer at Bauer Media Ltd December 2022 - October 2023

In my role as Senior Web Designer at Bauer Media I was part of the Digital Optimisation Team and I was responsible for 22 member microsites, made in WordPress, including brands such as Empire, Grazia, and MOJO. The content of each site consisted of articles from the latest magazines for each brand, as well as a membership and a checkout page enabling users to purchase subscriptions. My role was to increase the conversion rate of the sites by improving the user experience by changing the design, functionality and the user journey whilst purchasing a subscription based on data I received from Google Analytics, conducting user research and usability testing.

- I made code changes using front-end languages (including HTML, CSS, JavaScript and jQuery) and a responsive framework (Bootstrap), with a mobile first approach and tested them before going live.
- I updated UI changes per site.
- I created website banners using Photoshop and Illustrator to advertise brand offers.
- I designed lo and hi-fidelity prototypes as well as wireframes (in Figma and XD), which I presented to our internal team to showcase the improvement.
- I enhanced the user experience through A/B testing and eye-tracking studies.
- The focus was on the key KPI which was to improve conversion rates (CR). This has led to an improvement of the CR rate from 0.15% to 0.8%.
- I sent weekly Google Analytics reports on the key KPI's to my team members.
- I conducted site audits using Google Lighthouse and used Google Analytics for performance monitoring and website optimisation.
- I worked with several teams internally (Product, Marketing and Development) to carry out administrative tasks in WordPress such as including changing the content of articles on the sites and changing the prices of the products. I also regularly communicated with several third-party companies, whose software formed the make-up of the sites.

Bauer Media Project Example: Enhancing Membership Page and Checkout Journey

Objective: Significantly enhance the user journey on the membership page and checkout, resulting in a substantial boost in the conversion rate.

Approach:

1. Data Analysis:

- Conducted an in-depth analysis of Google Analytics data for each stage of the membership funnel.
- Utilized user surveys to identify pain points and challenges faced by users during the process.

2. Prototyping and Design:

- Developed high-fidelity prototype designs in XD based on data-driven insights.
- Collaborated with the internal team, iterating designs for optimal impact.

3. Implementation:

- Translated approved designs into front-end code using a responsive framework.
- Integrated UI kits to ensure seamless functionality.
- Prioritized mobile user experience due to the majority of traffic originating from mobile devices.

4. Testing and Quality Assurance:

- Conducted rigorous testing to identify and rectify any potential bugs or issues.
- Ensured a flawless user experience before implementation.

5. User Feedback:

- Administered SUPR-Q surveys, gathering user ratings out of 5 and 10.
- Received outstanding scores:
 - Usability: 4.3 and 4.2 out of 5.
 - Trustworthiness: 4.1 and 4.4 out of 5.
 - Appearance: 4 and 4.3 out of 5.
 - Loyalty: 8.1 and 7.7 out of 10.

Results:

- Remarkable improvement in the conversion rate, surging from 0.15% to 0.8% on a monthly basis.
- Consistent enhancements observed at each stage of the membership funnel, reflecting the project's success.

Web Designer & Application Specialist, Miles33

February 2017 - November 2022

At Miles33, I was heavily involved with two primary products: webCMS and Wave2. I was responsible for everything from conceptualisation to customer support.

- For webCMS, I created regional newspaper websites from scratch. I designed each page of the site (using Figma and XD) for each device, including the wireframes, the layout of the pages and the UI and then I created the templates using front-end languages (HTML, CSS and JavaScript) and a responsive framework (Bootstrap). I also maintained and redesigned customer sites using front-end languages.
- For Wave2, I created, maintained, and redesigned customer websites using HTML, SCSS, Bootstrap, JavaScript and jQuery. I gained a basic understanding of AngularJS and Angular. I used GIT for version control.
- For Wave2, I was involved in creating, editing, and maintaining digital and print ads using the Adobe Creative Cloud software (Photoshop, Illustrator InDesign/After Effects) and Google Web Designer.
- I provided customer training and support.

Junior Integrations Engineer at InSkin Media, London

October 2016 - January 2017

At InSkin Media, I specialised in coding for digital advertising, specifically ad placements on websites.

- I added my own JavaScript code to position ads on customer websites. I required an understanding of pre-existing JavaScript and jQuery code for ad placements.
- I used GIT for version control.

Education Summary

09/14 - 09/16

BSc Information Technology at London South Bank University (LSBU) - Grade: 1st

- Modules include Socio-Technical Analysis of Requirements (Agile Methodologies), Software Development for Business (Python), Dynamic Technologies for the Web (Drupal), IT Systems Administration (ITIL) and Digital Business Applications (PHP/JavaScript).
- Used GIT for version control. Gained a basic understanding of AngularJS and Angular. Added my own JavaScript code to position ads on customer websites. Dissertation title: 'Developing an online Tennis Tournament Organiser';
 - Requiring HTML5, CSS3, JavaScript, jQuery and Drupal to develop a site which allowed a tennis referee to enter information of a tennis tournament such as the format, the players, the ratings and the seedings and input the results of the matches.

01/11 - 08/11 Creative Web Design 1 course at UWIC, Creative Web Design 2 course at UWIC

09/01 - 07/04 BA Sport Studies at De Montfort University, Bedford. Grade 2.2

09/94 - 07/01 Verulam School, St. Albans, Hertfordshire, 3 A-Levels & 9 GCSEs (grade A-C)

Achievements & Certifications

10/23 Google Analytics 4 Certificate

01/16 Ede and Ravenscroft Best 1st Year HND Student of 2014/15

07/15 HNC in Information Technology

Other Interests

I like to travel both in the UK as well as abroad and I have been fortunate enough to visit places such as Hawaii and other parts of the US, Canada, Spain and Italy. I have a strong interest in sport and films.