



Marco Wood

London-based UX/UI Designer, specialising in crafting digital solutions delivering tangible results.



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[Linkedin](#)

Education

University of Kent

BA. in Digital Arts - 2.1

2011 - 2015

UX Design Institute Diploma - 80%

2022

Skills

UI/UX Design

Interaction Design

Product Design

Design System Design

Digital Design

Design Sprints

User Research

Usability Testing

Tools

Figma

HTML & CSS

Framer

Adobe After Effects

Illustrator

Photoshop

Interests

Coffee Brewing

Music Creation

Cycling

Gaming

Coding

Profile

As an accomplished Digital UX Designer with extensive experience, I specialise in creating visually compelling content using Adobe Creative Suite, Figma, HTML, and CSS. A natural collaborator, I excel at ensuring cross-platform brand consistency. With a Diploma from the UX Design Institute and a BA in Digital Arts from the University of Kent, my work seamlessly blends artistic creativity with technical expertise.

Experience

Ideagen - UX Designer

July 2022 - June 2024 (End of extended contract)

- Led Huddles feature refinements based on project managers' requests and customer feedback
- Fulfilled requests from stakeholders, making sure I'm effectively communicating UX strategies and suggested implementations to further boost user retention across all products
- Introduced customisable dashboards, improved notifications, and redesigned onboarding for Huddle and Pleasereview
- Researched and implemented software integration modules, increasing user retention by 12%

Life of a Tree - Digital Designer

Feb 2020 - Jul 2022

- Create B2C email templates, boosting site traffic by 10%
- Enhance brand alignment through product positioning reviews and content improvements
- Lead digital campaigns for Moringa and health products in the London market, overseeing full development

Bloom B2B - Digital Designer

Jan 2018 - Jan 2020

- Collaborated with clients and project teams to brainstorm design idea
- Led development of interactive online content (graphics, logos, flyers, ads)
- Achieved a 15% monthly increase in website traffic and a 10% annual sales boost through design revamps and complete business rebranding