

Mark O'Coin

University of Toronto, H.BA

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UX/UI DESIGNER

PORTFOLIO: www.mocoin.ca

PROFILE

Over **15 years' experience** designing and developing corporate web and mobile applications. User first focus through UX and UI design principles. Confident and effective in interactions across all business hierarchies; a persuasive communicator and assertive negotiator with strong planning abilities. Advanced computer and web skills.

CORE SKILLS:

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|----------------------------|------------------------------|-------------------------|
| + UX & UI Design | + Cross-Functional Team | + CMS Experience |
| + Visual Design | + Collaboration & Management | + SEO/SEM, Social Media |
| + User Design Research | + Analytics | + eCommerce Experience |
| + Usability Testing | + Presentation and | + Rapid Prototyping |
| + Information Architecture | + Communication Skills | + Storyboarding |
| + Accessibility | + Marketing/Advertising | |

WORK HISTORY

Proprietor / Head of Development / Website Design, Motif Design, Toronto

1999 - Present

Founded Motif Design, a company specializing in the design, development and marketing of websites and applications for small to medium-sized businesses.

- Sold over \$1,000,000 of web services by setting and meeting ambitious sales targets and using effective sales strategies and tactics to drive revenue growth.
- Established a long track record of satisfied clients with strong relationship building based on regular communication, ethical behaviour, collaboration and focus on client needs.
- Increased page views by 58% for D.G. Biddle & Associates Ltd. with website redesign.
- Polished communication and presentation skills. Able to relate effectively to people at all levels and convey complex technical information in an understandable manner.
- Designed responsive websites for desktops and mobile.
- Carried out administrative duties: answering phone calls and emails, bookkeeping and invoicing, scheduling meeting with clients, resulting in projects being on time and on budget.
- Persuaded top management not to settle for inferior artwork previously considered "good enough"
- Designed logos, all graphics for online activities and website mockups.
- User and competitive research, wireframing, visual design, branding and various other communication assets.

NOTABLE CLIENTS OF MOTIF DESIGN

Renee's Gourmet Foods Inc.

H.J. Heinz Canada Ltd.

Hitachi High-Technologies Canada Inc.

Wrigley Canada Inc.

Linsey Foods Ltd.

London Economics LLC.

D.G. Biddle & Associates Ltd.

Municipality of Greenstone

Northwood Mortgage Ltd.

Explorers Club Canada

King West Village Chiropractic Clinic

MJM Building Restoration Inc.

OTHER RELEVANT EXPERIENCE

Art and Design Teacher, Vantan Design Institute, Tokyo, Japan.

- Instructor for a preparatory course on design fundamentals for Japanese students entering the School of Art and Design at Middlesex University, London.
- Lectured on the history of art from Early Renaissance to Post Modern.

Ontario Marketing Coordinator, Rogers Mobile, North York, ON.

- Managed, trained and organized 22 Calling Crew employees for special promotional events in the Ontario market.
- Planned, budgeted, coordinated and represented Rogers Mobile at marketing and sales events dealing with national accounts, special events and large sponsorships.

EDUCATION

- **Honours Bachelor of Arts, Double Major, Fine Art History and Studio**
University of Toronto, St. Michael's College
- **Introduction to Marketing**
Ryerson Polytechnic University
- **Interaction Design Specialization Coarse**
University of California, San Diego (Coursera)

TECHNOLOGY PROFICIENCIES

MS Office

Adobe Creative Suite CS6

Adobe XD

Photoshop

HTML, CSS

Javascript

Acrobat

Google Analytics

CMS, CRM

Web Hosting

PHP, MySQL

InVision

Figma

Cacco

WebFlow