

MARY CASON C.V.

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LINKEDIN

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ONLINE PORTFOLIO

<https://www.bettythink.com/>

A user-centric multi-channel designer, developer and manager, I have worked with major brands, SME's and agencies for clients including John Lewis, Avis Car Hire, ASOS, PC World, Curry's, Dixons, Tesco, Cartier, Swarovski, Pandora, Montblanc, Verizon, SES, Chubb, Purina, La Prairie, Screwfix, Paperchase, Royal Academy, Sephora, Heals, gov.uk, Nespresso, British American Tobacco, Astley Clarke, Sheerlux, and Nestle.

I am an experienced UX and UI designer, working on projects from hi-fi and lo-fi wireframes, design systems and production-ready UI designs. I have extensive knowledge and experience of the complete website build process from initial vision through specification, information architecture, prototyping, usability, accessibility, agile, build, variant testing and delivery of standards-compliant technology.

- UX/UI Design
- Design Systems & Tokens
- Lo-fi and Hi-Fi Prototyping
- Information Architecture
- Customer Personas & Journeys
- Service Blueprints
- Usability Assessment and Analysis
- Accessibility Compliance
- Magento
- Salesforce Commerce Cloud
- Wordpress
- Figma | Sketch | XD
- Design Systems
- Invision
- Adobe Creative Suite
- Front-end Technologies HTML | CSS

EXPERIENCE

FREELANCE CONSULTANT

UX/UI Designer (Product & Service)

June 2022 - Present

I am currently back in the role of a freelance consultant, leveraging my expertise and experience to craft user-friendly and intuitive digital interfaces. Recent clients include WMP Creative (UX & UI), and the John Lewis Partnership (UX & Service Design).

BORN GROUP

Senior UX Designer

January 2020 – June 2022

In my capacity as a UX designer at Born, I actively contributed to a diverse range of clients. I collaborated on digital projects with companies including Cartier, Montblanc, Champion Sportswear, Rado Watches, Swarovski, Lindt, SES, Verizon, Telefonica, Chubb Insurance and Brooks Brothers.

FREELANCE CONSULTANT

Front-End Developer | UX/UI Designer | Product & Project Management

March 2014 – January 2020

I spent several years freelancing as a contractor, making significant contributions to the user experience and/or development of various online ecommerce and digital solutions. My work extended to collaborating with companies such as British American Tobacco, Astley Clarke, Sheerlux, Sephora, Paperchase, Nestle, The Folio Society, Screwfix, Hawkins Bazaar, Clintons, AXA, and Nespresso.

VASHI

eCommerce Manager (Contract)

November 2013 - January 2014

At Vashi, I was in charge of overseeing a start-up team comprising content, development, and merchandising professionals, I held responsibilities that spanned website merchandising, product development, strategic planning for international expansion, website development, and the management of our Amazon storefront.

REDBOX DIGITAL

Front-End Development Manager

October 2011 - November 2013

Leading a team of in-house and freelance front-end developers located both offshore and in the UK office, I took charge of the front-end code for client Magento e-commerce website construction and maintenance contracts across various clients. My role involved ensuring adherence to best practices in coding for W3C validation, search engine optimisation, and optimising the overall customer experience.

TESCO**Head of Code**

March 2011 - October 2011

I held a seven-month fixed-term contract position at Tesco as the Head of Code (front-end) in the marketing department. In this role, I oversaw a team of ten developers located both offshore and in the UK offices. My responsibilities included taking ownership of client-side merchandising code for all existing Tesco digital channels. I focused on ensuring best practices in accessibility, providing merchandising support, and enhancing the overall customer experience.

DIGIVATE**Front-End Development & UX/UI Design Manager**

July 2009 - March 2011

While working at this agency, I supervised a team of designers and front-end developers. My role encompassed overseeing the design, user experience, front-end development, and implementation of numerous e-commerce websites using the Magento platform. Additionally, I was involved in producing marketing emails for a diverse range of clients.

DSGi**Front-End Development & UX/UI Design Manager**

October 2008 - June 2009

The team undertook the daily merchandising of websites for PC World, Dixons, and Currys. In my capacity, I oversaw a team comprising developers, designers, and customer experience managers. I generated a weekly set of business analytics to assess performance across all the sites. Additionally, I spearheaded risk assessment and migration planning for the transition of all three websites to a new platform. This included an ongoing initiative of usability and interface testing. Furthermore, I strategised additional functionality and improvements for future releases of the DSGi websites.

AVIS EUROPE**Front-End Development & UX/UI Design Manager**

January 2006 - October 2008

I played a crucial role in a team dedicated to constructing a new web platform catering to Avis corporate countries and franchise holders across Europe, Africa, the Middle East, and Australasia. The platform, designed to be fully scalable, supported multiple languages and currencies while considering localised content and cultural variations.

My primary responsibility involved crafting the customer experience, encompassing design, experience and information architecture. I was involved in creating design prototypes, comprehensive usability planning, and testing through various methods such as card sorting, customer interaction, including localised testing in different countries and languages. This extended to planning and executing front-end development, including the implementation of accessibility features and ensuring W3C standards compliance for all products.

In addition, we designed and implemented extensions to enable a white-label template API, streamlining the integration of the Avis rental engine with third-party partners, including airlines and travel websites.

JOHN LEWIS PARTNERSHIP**Front-End Development & UX/UI Design Manager**

February 2001 - December 2005

In early 2001, John Lewis acquired buy.com (UK) with the aim of leveraging the knowledge and expertise of the buy.com team to launch their online stores and services. In my role, I took charge of leading the design and customer experience of the website, collaborating closely with developers to shape the architecture and functionality. I formulated the website experience and CMS specification, encompassing wire-framing, customer journey flows, visual website design, styling, and implementation to meet website standards.

During the second release of the website, I assumed leadership to ensure accessibility and DDA compliance, maintaining close collaboration with the RNIB. The success of these efforts was recognised when johnlewis.com received The International Visual Communication Award for Accessibility in 2004 and the UK Usability Professionals Association Award for Best Website for Online Communication in 2005.

Following this accomplishment, subsequent content and ecommerce websites, including Waitrose Wine, Waitrose Flowers, John Lewis Hampers, Peter Jones, and John Lewis Card Services websites, were designed and developed on the same platform.

BUY.COM**Front-End Development & UX/UI Design Manager**

September 2000 - February 2001

I oversaw a small start-up team, managing a group of designers and front-end developers dedicated to the continuous enhancement of functionality and content on the buy.com website. Additionally, my role involved the implementation of daily merchandising and promotions.

TOWER RECORDS

Online Manager

July 1994 - September 2000

I spearheaded the establishment of Tower Records UK's initial online presence in the mid-'90s. Taking a hands-on approach, I actively contributed to the development and merchandising of the site, simultaneously providing guidance and training for the production team. Additionally, I was responsible for overseeing our third-party partners and suppliers, as well as managing the rental internet stations within the Tower Stores.

TOWER RECORDS

Visual Merchandising Manager UK, EU & Middle East

September 1985 - July 1994

In this position, I was responsible for several design teams that produced custom-made point of sale merchandising and store signage to tight deadlines. A wide variety of methods and materials were utilised, from hand painted displays to digitally generated signage for existing and new stores across the UK, Ireland and Israel (English and Hebrew).

ADDITIONAL INFORMATION

EDUCATION

Edgbaston High School, Birmingham. ('O' and 'A' Levels)

London College of Printing, London. (B.A. (hons.) Art & Design)

Open University, UK (Sociology and Information Systems)

The Interaction Design Association (20+ Certifications)

Google Analytics Academy (2 Certifications)

Magento (24 Certifications)

VOLUNTEERING

Roundhouse Trust

May 2022 - Present

Volunteer ushers welcome audiences to gigs and performances and help to ensure that people have a fun and safe time at the Roundhouse. By donating our time, volunteers help fund the Roundhouse's vital work with young people.
