# Mark Neal

UI / UX Web Designer & Developer

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Experienced Web Designer & Developer adept in all stages of advanced UI /UX web strategies. Knowledgeable in user interface, testing, and debugging processes. Bringing forth expertise in design, installation, testing and maintenance of web systems. Equipped with a diverse and promising skill-set. I bring a creative problem-solving approach to creating products and experiences to the user. Able to effectively self-manage during independent projects, as well as collaborate in a team setting.

## EDUCATION

**Bachelor of Business**
Administraion - Marketing
**University of Texas at San Antonio**
2006 -2011

## EMPLOYMENT HISTORY

### Web Designer & Developer - Stage Stores & Gordmans    2014 - PRESENT

Designed weekly promotional homepages, monthly campaign landing pages and process / checkout wireframes while creating prototypes and other elements to describe the intended users experience. Responsible for managing and scheduling content and all front-end development. Worked with our partners the Houston Texans on all of digital assets to increase sales and public relations throughtout Houston.

### Lead Web & Print Designer, Brandnex    2011 - 2013

Soley designed the ecommerce promotional products website, which included interactive custom product pages and checkout pages. Responsible for managing site content and sales while monitoring site performance. Oversaw and activated A/B testing campaigns to continuously improve the user experience and effectively increased revenue. Designed user interface backend application for order tracking and processing.

### Freelance Web Designer, Media Bar Productions    2010 - 2011

Redesigned Media Bar Productions website and consulted with customers to create custom websites and any digital assets that followed.

## SKILLS

Wireframing, UI Design, Interaction & Experience Design, Responsive Web Design, Prototyping, Video Production, Vector illustration, A/B testing

## PROGRAMMING

HTML, CSS, Javascript, Oracle CMS, Craft CMS, Wordpress, AngularJS, React

## TOOLS

Photoshop, Illustrator, InDesign, After Effects, Adobe UD, Sketch, InVision App, Premiere Pro, Adobe Creative Cloud

## SELECTED PROJECTS

### Stage Stores - Responsive Website

Designed wireframing including homepage, category pages, product pages, account preferences and checkout process pages. Created numerous prototypes to display functions and user interactions throught the mobile device.

### Website ADA Compliance Team

Solely responsible for leading the team in ADA compliance practices and recongizing the best strategies. Revamped Stage.com and Gordmans.com to meet all the ADA compliance requirements.

### Gordmans - Refresh Update + CMS

Preformed brainstorming and concepts to create the structure of the new refresh update to Gordmans.com. Created desktop and mobile prototypes in HTML/CSS/JS to show functionality and user flow.

### Website Optimization

Responsible for increasing site optimization by creating advanced strategies, and experiments to improve the performance of our blogs, further drive more traffic, increased conversions, and grew awareness.

# ACHIEVEMENTS

### Houston Texans

While working at Stage Stores I created weekly promotional digital & print assets which directly increased sale revenue by one million per year. I successfully created in stadium LED banners to help promote and bring awareness to our company.

### Stage & Gordmans Blogs

Successfully created and developed two blogs from start to finish. Both blogs were actively achieving 100k views per month. Our blog articles enhanced product awareness and increased sales on products with high inventory levels.

### Property Management Website

Successfully developed a website for a property management company called Asset Property Inc. The website helped streamline their rent process and formed a efficient work flow with in the company. Which also created a better user experience for recurring customers.

### Brandnex Promotional Products

Started a promotional products company from the ground up and quickly became a top competitor in the promotional products industry. Successfully designed and developed the ecommerce website and our own custom content management sytem.