


Mark Bolton


Curriculum Vitae

I'm a creative, self-driven designer who loves turning complex requirements into market leading digital experiences. My core strength is interaction design, with skills in visual design, research, prototyping, design management and front-end development. I work with sales and marketing teams to promote products through multiple channels and opportunities.

 **Hoole, Chester**

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Education

West Cheshire College

City and Guilds Web Design -
level 2 and 3
2011 - 2013
Web Page, Digital/Multimedia
and Information Resources
Design

University of Leeds

Bachelor's Degree
2002 - 2005
Graphic Design

Mid Cheshire College

National Diploma & Higher
National Diploma
1998 - 2002
Graphic Design

Tarporley High School

1993 - 1998

Head of Creative

Moneypenny | Sep 2019 - present [View my approach at Moneypenny](#)

Wrexham

I lead and nurture a product and marketing-based design team by fostering a creative and collaborative environment. I provide clear direction, encourage innovation, and maintain effective communication. I also nurture the team through mentoring, skill development, and promoting a culture of continuous learning. The goal is to ensure that design solutions align with both aesthetic and marketing strategies for a cohesive and impactful user experience.

Key projects

- Led the brand launch, nurturing, and development of Moneypenny in the UK and US, creating a design system to support it
- Developed VoiceNation's new brand, designed a new website, and crafted branded marketing collateral
- Rebuilt the Moneypenny App using Swift UI and Material components
- Designed and built Moneypenny's full-service careers site
- Constructed a component-based Dynamics email system for the UK and US
- Planned and managed photo and video shoots in the UK and US
- Launched various product and campaign projects
- Produced a Moneypenny documentary to attract investor interest
- Launched AI-based social platforms
- Created library-based pitch and proposal documents
- Led Wrexham's creative efforts for the Capital of Culture during a secondment
- Planned, designed, and managed event stands and collateral for Moneypenny and VoiceNation
- Produced print designs for Moneypenny's merchandise

Lead Creative

Edenred | July 2017 - Sep 2019

Chester & London

I oversaw and controlled all aspects of creative and mentored design team members. I used best-practice UX and UI methodologies in my approach to product requirements. I collaborated with and provided creative vision for new product concepts, marketing initiatives, and sales support.

Key projects

- Simplified and prototyped a complex prepaid card registration site for Sky and Virgin Media
- Designed and built customizable e-commerce email templates for the marketing team
- Created WordPress lead generation landing page templates for quick deployment
- Pitched an employee travel management app concept to Edenred's global board in Paris
- Established a cohesive identity for Edenred's Employee Savings platform used by key accounts
- Produced client-branded multimedia presentations for increased sales opportunities
- Collaborated with the marketing team on seasonal and event-based advertising campaigns from concept to production of various assets
- Led the design and development of Edenred's iOS and Android savings apps, ensuring a seamless and user-friendly experience for our clients and customers

Digital Developer

Edenred | March 2016 - July 2017

Chester & London

I managed the build of two of Edenred's digital platform projects and supported front-end development.

Key projects

- Designed and developed Edenred's Compliments Select platform for employer-based recognition using gift cards
- Created Compliments Connect, a social recognition site where employees can acknowledge achievements, with managers assigning gift rewards

Digital Designer

Edenred | May 2014 - March 2016

Chester & London

I designed and built client landing pages, microsites, supported printed literature, and show displays. I also designed and built B2B and B2C email campaigns and created client-themed product sales pitches.

Web and Print Designer

Ellison | April 2010 - April 2014

Wrexham

I managed all European web, print, and product design tasks in alignment with international branding guidelines and trends. I also collaborated with Ellison's California head office on joint projects.

Key projects

- Designed and built HTML emails for product launches, promotions, and interactive guides
- Created both B2B and B2C product catalogs. I managed the UX/UI design and build for Ellison's European e-commerce sites
- Oversaw product and packaging design, from conception to international retailer launch
- Crafted lead capture landing pages through user and results-based testing and managed the design and build of Ellison's international exhibition stands and show displays

Advert Designer

NWN Media | April 2007 - March 2010

Mold

I planned and scheduled editorial, ad, and promotional spaces for NWN Media's regional publications. I designed local and national ads, meeting strict print deadlines, and delivered press-ready publications for calibration by the press management teams.