

Mark Sanchez

Senior UX Designer

CONTACT ME

 mark@sanchezdoesux.com

 sanchezdoesux.com

 07595671796

 uk.linkedin.com/in/marksanch

SKILLS

Design Wireframes
Prototyping
Information architecture
User flows
Personas
User journeys

Research Usability testing
User research
Workshopping
Card sorting
Competitor analysis
Content analysis
Analytics

Stakeholder Management Leading projects
Presenting to senior leadership
Securing buy-in
Problem solving

Tools Figma
Sketch
Axure
Miro
Jira

Languages English
Spanish

ABOUT ME

London-based UX Designer with over 12 years' experience crafting meaningful, user-centred solutions for well-known brands across automotive, commerce, healthcare, telecommunications, banking, energy and publishing. Skilled in leading projects, stakeholder management, wireframing, prototyping, UX strategy, research and usability testing.

EXPERIENCE

Senior UX Architect, Accenture Song

Contract — August 2024 - January 2026

- Led UX as part of the UK agile team, optimising the Land Rover digital experience.
- Redesigned the Land Rover product page, balancing storytelling with conversion in order to drive better leads in to the e-commerce platform. Proposal was agreed by senior stakeholders to A/B test alongside current product pages.
- Collaborated with senior stakeholders to agree approach and deliver redesigned sections of the site, such as Offers and Finance, Fleet and Business and Servicing and Maintenance.
- Defined a technical solution to support over 150 JLR retailers and how we safeguard each retailer's marketing spend for promoting seasonal finance offers.
- Received a Silver Award for Customer Journey at the DMA Awards for a series of landing pages I designed for the Defender Portals campaign. Campaign enabled customers to seamlessly continue their journey from direct mail into digital.

Career Break

Travelling South America — Jan 2024 - June 2024

Senior UX Designer, Wunderman Thompson Commerce (now VML)

Contract — May 2023 - January 2024

- Led UX as part of the World Duty Free sprint team. Audited the site and analysed user testing research to create improved content and features, and design a better online purchasing experience.
- Conducted competitor analysis for each new feature to ensure we delivered best in-class UX.
- Produced all project wireframes with detailed annotations and prototypes ready for development.
- Delivered weekly client demos and supported in sprint development.

Senior UX Architect, Accenture Song (acquired Spark44)

Perm — Sept 2021 - April 2023

- UX Lead for Land Rover's new modern luxury purchasing experience, including purchasing cars online and order tracking and management. This was initially designed for the U.S market
- Created detailed wireframes and prototypes for the new purchasing tool, with weekly reviews with senior stakeholders, including CMO of U.S market.
- Redesigned over 50 pages of the JLR Owners section of the website. Created a new future-proofed global template and strategy that could be rolled out across all markets.
- Managed and supported Junior UX Architect.

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SKILLS

Design	Wireframes Prototyping Information architecture User flows Personas User journeys
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Research	Usability testing User research Workshopping Card sorting Competitor analysis Content analysis Analytics
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Stakeholder Management	Leading projects Presenting to senior leadership Securing buy-in Problem solving
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Tools	Figma Sketch Axure Miro Jira
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Languages	English Spanish
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Senior UX Architect (19-21), UX Architect (16-19), Spark44

Perm — June 2016 - Sept 2021

- Created a 15-page EV Hub for the website, including tools to simplify the customer experience, help them make better informed purchasing decisions and drive sales of more electric vehicles. This section increased EV enquiries by 3.6x.
- Designed the Customer Portal for owners to manage their vehicle. Defined a future vision and strategy for how the portal will evolve as new features are introduced.
- Produced a standardised structure for the Jaguar and Land Rover vehicle product pages to generate efficiencies across content creation, production, translation, authoring and more.
- Reorganised the Global sitemap for both the Jaguar and Land Rover sites when both were migrated to a new platform. Card sorting and user testing for a new navigation.
- Trained and supported Junior UX Architects on the team.

UX Consultant, IBM Interactive Experience

Perm — Aug 2012 - Jun 2016

- Conceptualised and redesigned the NHS HR and e-learning system for over 1.4m users. My role on the project spanned 18 months, from the initial concept prototype during the client bid, through to delivery. My prototype was the deciding factor in the bid's success.
- Prepared and facilitated 2-day workshops every 4 weeks for 6 months with 26 of the users that sat across 13 different NHS trusts from different areas of the UK. Conducted activities that would enable us to find out exactly how the user wants to use the new Employee Staff Records portal.
- Spent 2 years designing rapid prototypes for mobile and tablet applications to support client bids. This allowed me to work across multiple industries and a variety of clients such as O2, Three, Penguin Random House, Scottish Power, Ford, Honda, Barclaycard, Maybank and more.

Passion Project, FSTIVAL.com

Owner — 2015 - 2020

- Founded a music festival website, allowing users to search over 200 festivals across Europe by genre, artists, location and date. The site also had a blog for festival reviews, artist interviews and more.
- Created Boardmasters FM radio station and streamed to customers at the festival, via the app and our website with a reach of over 20,000 listeners.
- Combined social media following on Instagram and Twitter of over 43k.