

# MICHAEL M<sup>C</sup>HUGH

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## SUMMARY

I am a senior UX Designer with over 15 years' experience in a range of sectors, including automotive, manufacturing, education, public sector and commercial organisations.

I focus on creating clear, usable experiences from complex requirements. I have experience in the full UX lifecycle, from discovery and research through to wireframing, prototyping and high-fidelity designs. I am comfortable taking control of projects, from initial contact to delivery or working within a wider team.

I have worked closely with companies including Nissan, Stagecoach, Advanced Electronics and Namco, working with stakeholders to deliver projects that balance user needs with business goals.

I have a strong understanding of front end build and CMS platforms such as WordPress that helps inform how I design and work with developers, ensuring that solutions are practical and deliverable.

I am passionate about creating clear, usable digital experiences and enjoy working on complex projects where UX can genuinely improve how people interact with a product.

## CORE SKILLS

Hand-coded HTML5 & CSS3  
Responsive Web Design and Build  
Wordpress  
Woo-commerce

Elementor  
Crocobloc  
Illustration  
UX/UI Design

Videography  
Adobe Creative Suite  
Figma

## EXPERIENCE

### Senior Manager (Digital) / Creo Comms / 2025 – Present

Following the closure of CX Marketing, I was able to continue working with the same clients by bringing those relationships with me to Creo Comms. This ensured continuity for clients and allowed ongoing projects to move forward without disruption.

In my role at Creo Comms, I'm responsible for strengthening the company's digital offering and expanding its web and UX capability. This includes leading digital projects, shaping processes, and supporting the wider team in delivering higher-quality, more considered digital work for clients.

### Head of Design / CX Marketing / 2015 – 2024

I was a founding member and Head of Design for this start up agency that successfully operated for nine years. I led the agency's design output across digital, web and brand for clients in B2B, technical and customer facing sectors.

I acted as the senior design lead and advisor where I owned the design and delivery of websites, digital platforms and brand work, while leading and mentoring junior designers. I worked closely with clients including Nissan, Namco, Advanced Electronics and AESC, delivering a wide range of work from national campaigns and international websites.

## **Designer (Web and Print) / Stagecoach / April 2014 - October 2015**

### **Key Responsibilities:**

- Designed and built responsive email campaigns
- Worked closely with the web team on Stagecoach's main website
- Contributed to marketing campaigns rolled out across the UK and Europe
- Acted as a web and digital advisor to the central marketing team
- Supported marketing managers in producing on-brand creative work

Working within Stagecoach's central marketing team, I supported the shift towards a more brand-aware and consistent approach to design. I collaborated with marketing managers across the UK to deliver web and print assets, while advising on the most effective ways to communicate messages digitally and visually.

## **Senior Web Designer / ne-web / March 2013 - April 2014**

### **Key Responsibilities:**

- Led all creative work for the studio
- Designed and built responsive websites using HTML, CSS3 and Bootstrap
- Worked closely with developers on web projects
- Collaborated directly with clients from brief through to launch

At ne-web, I worked on a wide range of projects, from small brochure sites to large e-commerce platforms, taking responsibility for the full creative process. This included client meetings, wireframing, design, build and launch.

A key project was the redesign of the agency's own website, which was rebuilt as a fully responsive site with a clearer structure and messaging. Following launch, enquiries tripled within weeks, and client feedback consistently referenced the website as a deciding factor in choosing the agency.

## **Web Designer / onebestway / March 2012 - January 2013**

### **Key Responsibilities:**

- Worked with recognised brands including The Glasshouse Gateshead and the Tony Blair Sports Foundation
- Collaborated with developers on website builds
- Worked directly with clients throughout projects
- Led delivery of web projects from brief to launch

## **Designer / Maskerade Design / May 2008 - March 2012**

### **Key Responsibilities:**

- Full Redesign of the company website
- Design & Print

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## **EDUCATION**

**University of Sunderland / 2005 - 08**

Design, Multimedia and Graphics

**City of Sunderland College / 2002 - 2005**

Foundation Diploma in Art and Design

A Level Fine Art, Design and Photography

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## **REFERENCES**

Available on request