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| ANDREW MCCLUCKIE  Design, develop, experience | www.amc21.co.uk  andy@amc21.co.uk |

I am an email developer with a background in design and a passion for user experience. I build responsive emails, web pages and engaging campaigns for various clients at [Selligent](https://www.selligent.com/). I am highly proficient in all modern front-end web technologies but also understand your data and know how to use it to build highly segmented journeys that target customers using advanced personalisation techniques. Every journey starts with a problem and I’m the person that gets the client to the solution.

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| Development  Responsive email and web build  HTML(5)  CSS  Javascript/jQuery  SQL  PHP | Design  Photoshop  Illustrator  InDesign  Premiere | User experience  Invision  Sketch  Wireframing  Interactive prototyping  Testing and evaluation  Research |

Employment

Selligent Marketing Cloud (SMC) 2yrs

**Email, web and Campaign Developer** (Development and User Experience)

**Sept 2016 – Present**

SMC is a leading omni-channel marketing automation platform. Working in the Services team my role is to provide support and technical assistance to our clients. This includes setting-up Campaigns (customer journeys), building-out web pages and *responsive email templates,* and utilising client data to add highly personalized, and relevant, content. Testing and analysis in order to deliver continuous improvement on journeys. Clients’ needs always vary and strong problem solving abilities are a must in order to fulfill their requirements.

* Build responsive HTML email templates
* Litmus and browser/device testing
* Set-up and test campaigns/customer journeys
* Provide training and support for new clients whilst onboarding
* Advise clients on how to leverage their customer data to provide relevant personalized experiences
* First line support for UK clients

Vitality (formerly Pruhealth and Pruprotect) 7yrs

**Web Designer** (Design, development and User Experience)

**Mar 2009 – Sept 2016**

In my time at Vitality I was responsible for the design, development and continual improvement of all Vitality’s online assets as well as the production of all digital collateral in support of marketing campaigns.

Design and development of the various web sites under the Vitality brand.   
Sketching of mockups and concepts for usability testing, feedback and production of high-fidelity designs.  
Coding of front-end using HTML, CSS3 and javascript.  
Implementation and monitoring of Google Analytics.  
Use Qubit and other tools for A/B testing in order to improve user experience and conversion rates of site.  
Work with marketing to design and execute digital assets for campaigns (banner ads, emails etc.)  
Production of print-ready materials.

**KEY PROJECTS**

**Quote and Apply** – Full product lifecycle from interviewing users, user journey mapping, through wire-framing and UX testing to final design and front-end build. Resulted in a system that is 20% quicker to produce a quote and also improved straight-through application rates of +50%.

Designed and built entire PruProtect website. Constant evolution of look and feel. Monitoring of analytics in order to make informed evolutions of the design. Wrote all javascript/jQuery for front-end functionality.

**Quick quote** –Delivered the Design and build of this quote system in an extremely short timeframe. The quote is fully responsive and built upon the latest version of Bootstrap.

**Vitality.co.uk** – Launched in January this year, this is the new online presence for the Vitality brand. The first of our sites to be developed as responsive. Currently working on the new consumer quick quote and will be involved in the full product cycle.

**Literature and tools** – self-initiated project. Developed jQuery, XML and AJAX based literature browsing catalogue to enable advisers to easily browse full range of over 200 items. 100% dynamic – features include advanced filtering, live-search and easy content management interface to enable catalogue updating by marketing team. Integrated Google Analytics to provide real-time MI on downloads of all documents (pdfs/docs/xls/online tools). Implemented XML work-around as database driven solution was unsuitable.

**Direct to consumer quote** – another first for PruProtect – this marks the beginning of the push into the D2C market. I was involved in all aspects, from wireframing, UI/UX to the final build.

**Inheritance tax calculator** – this is PruProtect's first foray into the ‘high net worth’ market and is a disruptive tool aimed to raise the awareness of the need for financial protection. Executed the design, front-end build, calculation engine and integration with Google Graphs API working in conjunction with the actuarial team. Utilises jQuery, javascript, regex for input sanitisation and masking and the Google Graphs API to output the results visually.

**BMI and underwriting calculator** – took a basic BMI calculator and worked with the underwriting team to develop this into a tool advisers and brokers could use to pre-screen applicants for our Life and Serious Illness Covers in order to save time in the application/underwriting process. This involved modifying the javascript to create a look-up matrix of the potential loadings and exclusions. This will be integrated into the quote and apply engine to improve straight-through underwriting applications.

[Travelbag](http://www.travelbag.co.uk/)

**Graphic Designer**

**Mar 2008 – Mar 2009**

Carried-out duties in the design studio for both digital and print.

* Responsible for front-end build of new website
* Creation of weekly promotional emails and landing pages
* Design and build of promotional microsites
* Design of flash banners
* Design of various direct marketing print pieces
* Layouts for monthly Travelbag magazine
* Layout and illustration for annual print brochures

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| Education | | | | |
| **2016**  **General Assembly**  User Experience Design Circuit |  | **2005 – 2007**  **London Metropolitan University**  BA Graphic Design |  | **2001 – 2002**  **School of Audio Engineering Glasgow**  HND Multi Media Producer Diploma |