Mark Ukura



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 <http://ukura.com>

 Minneapolis, MN

**Digital Web & Content Specialist**

Accomplished web professional with 20 years of experience in telecommunications, financial services and health care industries across small to fortune 6 organizations. A technical creative with a spirit of continuous improvement who has delivered innovative solutions in web design and development, graphic design and production art, and audio and video production.

**Key Skills**

• Web & UX Design • Wireframes & Prototypes • Human Centered Design • Graphic Design • Front-end development • HTML5 • CSS3 • JavaScript • JQuery • Bootstrap • SASS/LESS • Adobe Experience Manager (AEM) • Sitecore • Wordpress • Video Editing & Production • Audio Production • Stakeholder Management • GitHub

**PROFESSIONAL EXPERIENCE**

**UnitedHealth Group**

Senior Specialist / Digital Technology

  2012 – Present

* Primary content specialist on unitedhealthgroup.com, unitedhealthfoundation.org, and stride.uhg.com. Responsible for timely updates of investor & earnings material, coordinating translation content, press releases, and custom html/css development.
* Rapidly developed Wordpress solution for enterprise-wide health initiative, which included vendor selection, DNS implementation, Wordpress security, theme design, and custom HTML development, at cost savings of 90%.
* Led video corporate content integration as a subject-matter expert for both internal and external.
* Saved company 50% in year to year translation costs by reducing translation team's time with new hardware, training and process.
* Pioneered in-person & virtual podcast recording programs for enterprise weekly dose.
* Developed internal and external website solutions for security-incident, disaster recovery and business continuity.
* Streamlined & migrated foundation website and created prototypes for single page adaptation.
* Supported strategy and migration of content and assets in enterprise-wide portal website integration.

**General Mills**

Front-end Developer / Graphic Designer

 2011 – 2012

* Developed campaign websites and graphic assets for Join My Village, Grow Up Strong, and Nature Valley's Preserve the Park.
* Designed Facebook business campaign for Muir Glen guest-chef series to increase brand visibility.
* Created flash banners and web ads for legacy brands such as Old El Paso, Betty Crocker, Butterball and Progresso.

**Wolters Kluwer Financial Services**

Interactive Marketing Specialist

 2006 – 2011

* Content specialist for wolterskluwerfs.com. Managing content, press releases, timely updates and creation of graphic assets to support corporate website.
* Shaped redesign efforts by providing input on brand guidelines, website strategy, created wireframes, and assisted in user acceptance testing.
* Worked with Director and VP to assess new Content Management Systems to replace legacy system.
* Streamlined webinar capture process and production, resulting in 50% increase in audio and video quality.
* Created new process around voice-over recording, reducing need for studio hardware.
* Produced designs for campaign websites in areas and brands such as Auto-Lending, Arc Logics, Disclosure Manager, ICBA, WKFS UK and Red Flags Resource Center.

**USLink (TDS Metrocom)**

Webmaster

 1999 – 2004

* Responsible for corporate content & digital assets for uslink.com and tdsmetrocom.com.
* Established web design service and related products. Providing web design, programming and web-hosting services.
* Supported UNIX/Linux system administration in areas such as web-hosting, DNS, e-mail and MySQL servers, managing customer accounts.
* Led intranet redesign effort, creating prototypes, migration and implementation of content, creation of training materials and training sessions

**EDUCATION**

Central Lakes College. A.A.S. Computer Network Administration - Microsoft Certified Network Administrator

 2005 – 2006

Staples, Minneapolis Technical Colleges. Commercial Art & Graphic Design

 1988 – 1990

**CREDENTIALS & TRAINING**

**Udemy**: The Complete SASS course, Getting started with LESS, Modern Javascript Bootcamp, Advanced CSS and SASS, UI/UX Responsive Design
**AdobeMax 2017**: Designing & Prototyping Better UX Bootcamp | Social Storytelling | Accessibility in E-mail and UX
**AdobeMax 2016**: Creative Editing in Premiere | Humanizing Usability & User Experience | Responsive Web Design Workflow | Storytelling Techniques **AdobeMax 2015**: Russel Brown Pre-conference session on Design and Photography| Painting with Photoshop | Atomic Design | Social Media Video
**CIWa** (Certified Internet Webmaster associate)
**Easel Training**: Flash | Photoshop | Illustrator | HTML5/CSS
**Global Knowledge**: Perl Scripting | Perl with CGI