



Marcus Hirn

A UI/UX graphic designer, web developer and project manager.

Contact

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Overview

"Nothing inspires more than talented people"

Graphic design, project management, web and IT management, application development, research, analysis, communication and business development.

Over 20 years of experience in UX/UI design and branding. Continuously develops responsive web pages.

Has solid experience in analysing and implementing design and IT projects. Especially when it comes to web presence. Delivers web solutions, assembles, organizes, trains and leads teams at both individual and group levels, designs data solutions, troubleshoots bottlenecks in data services and organizes fast, efficient and reliable data delivery. Has good insight into several technical solutions and processes.

As IT Director for an American educational organization delivered, among other things:

- UI/UX design for ProCon.org, with an increase of 27,000,000 users as a result.
- Project manager in several external technical teams (from, among others, Encyclopedia Britannica and Merriam Webster).

I would very much like to set up a meeting to give a presentation of myself and discuss a possible consulting assignment or employment.

Sincerely,
Marcus Hirn

Qualities

An Analyst and problem solver, initiative, driven, self-motivated, proactive, analytical, structured, solution- and result-oriented, without prestige.

Is calm, methodical, structured and solution-oriented.

Has the ability to take in large amounts of information, filter out the significant, define and analyse different scenarios.

Social, communicative and engages in dialogue.

Fields of expertise

- UI/UX management and design (frontend)
- Product/web development
- Web and server migration
- Technology management (backend)
- Digital and social media
- Business development

Experience

Strikespeed LLC
2020 to date

Operations Manager/Senior Partner

As Chief Operating Officer of the American company Strikespeed LLC, Marcus has been responsible for drawing up, developing and maintaining business plans. He has planned, organised, directed and controlled the company and developed goals, strategies and action plans.

RESULT: The assignment is ongoing.

Strikespeed LLC
2020 - 2022

Product manager developing websites on the WordPress platform

Created modern fonts and designs. E-commerce, optimization of SERPS and offered services in web development, hosting and maintenance

RESULTS: Carried out thorough analysis of the market through R&D of existing competitors both in Pittsburgh, USA and all of Sweden. The web pages were created successfully and meet all set requirements.

Strikespeed LLC
2021 - 2021

Project manager for customer/supplier establishment

Established new customer relations in Pittsburgh where an IT company wanted to conclude a cooperation agreement where

Strikespeed LLC
2021 - 2022

Strikespeed. Created a modern new platform for the customer and, through good service, agreed on a supplier contract.
RESULT: Good communication, service and networking with key people, has led to the desired result with several new customer relationships.

Project manager for website design and development

Website with design and features for a US water authority in Pittsburgh. Coordination and training of the customer's staff.
RESULT: New design, as well as a new web-based payment system for over 12,000 customers, information sheets and auto-alerts specially coded for the customer.

ProCon.org
2014-2020

IT Director

Responsible for IT and Online operations for the entire organization. The website has over 27 million users.
Restructuring of the IT department, processes and innovation.
Introduced a new structured web model on the WordPress platform (Wordpress powers over 455 million (40%) of the world's websites)
Milestone 2020, with 200 million cumulative visitors.

Monitor strategy for IT (servers, computers, websites etc), make proposals and implement changes. Find out the best use of technical resources after functional analysis.

Compile, strategically plan and present next year's IT budget (SEK 5-7 million).

Compile and present last year's activity report

Successfully compile annual project descriptions, as well as achieve set technical and organizational requirements to obtain Google Grants with a total value of SEK 8 million.

Annually lead, coach and organize internal and external developers. Maintain and renew around 8000 web pages and online resources with new features and new layout.

ProCon.org
2020-2020

Project manager for transfer of operations

Encyclopedia Britannica took over the running of the entire business. The project included the takeover of

10,000 web pages, customer lists, Google Analytics, Adwords, Adsense, internal processes, Google Optimization, supplier and business contacts.

Result: The entire handover was completed successfully. New contacts were made, which later led to new assignments.

ProCon.org
2019-2020

Project manager for a complete migration to Wordpress and Cloudserver (AWS)

11 month process where an older custom coded web portal was transformed and migrated to a modern WordPress CMS, as well as moved from a dedicated server (at Rackspace), to a cloud server at Amazon (AWS).

Result: Successful migration according to the project description. Includes project initiation, planning, implementation, administration, and closure. Agile scrum process with 2 teams, internal and external. The project also involved a new design, update process, marketing measures and staff training.

ProCon.org
2018-2018

Project manager for efficiency and user analysis

Detailed efficiency and user analysis via Google Analytics, Awstats, GTMetrix, Adwords, Adsense as well as newsletters and their impact.

Result: Successful migration of one of the websites to a new WordPress platform with subsequent analysis of visitor impact, load times, and Google SERPS impact.

ProCon.org
2016 - 2017

Project manager for rebranding and new design for web pages

Modernization and redesign solution for all 50+ domains under the organization's control.

Results: Planned and implemented a complete rebranding over 2 years with the help of internal and external graphic designers, web developers, marketers and user research. New logo, layout and colors for all web resources, marketing materials, etc.

ProCon.org
2015-2015

Project manager online security analysis and improvement of intrusion protection on web pages and server.

Secure all web resources with new encryption according to the TLS (SSL) protocol to satisfy requirements from Google.

Move all DNS records, and configure all websites through CLOUDFLARE. Implementation of additional security measures to prevent DDoS, SYN FLOOD and Phishing attacks and to secure against cyber intrusions.

Recoding with the help of an internal team where all online resources and pages are made mobile friendly.

Configure a cloud server on Amazon Web Server (AWS): CentOS Linux 7 (linux) server with LAMP (apache, MySQL, PHP) as well as AWS additional services of Elastic IP addresses, dedicated hosting, snapshots, load balancers, key pairs, security groups, as well as S3 buckets.

RESULTS: The project was completed successfully and within budget.

ProCon.org
2014-2014

Project manager for coaching management in IT changes

The management team lacked knowledge regarding modernization of IT routines and new technology.

Results: Developed a new IT Strategy for the next 2 years and conducted several training days for the management team.

ProCon.org
2007 - 2014

IT Manager/Senior Developer

Main responsible for the organization's Internal IT management, Servers, Firewalls, Telephones, Workstations and security. Also responsible for the organization's Web Development, Design, and SEO.

Improved the internal and remote work process using Microsoft Teams, Zoom, Google Workspace, Slack, Telegram, Messenger, and Whatsapp.

ProCon.org
2007 - 2014

System administrator

Configuration of AWS and Rackspace cloud servers, routers, firewalls, switches, DSL and cable.

Online security: work with Trend Micro, Zonealarm, Norton (software), ZyXel, Cisco and Netgear (hardware) firewall configurations.

ProCon.org
2007 - 2014

Web developer

Responsible for 50+ websites with 10,000+ pages.

Organize, monitor, train and support staff with web development (includes platforms such as Wordpress, Joomla, Drupal, Laravel)

Coding in PHP, HTML, HTML5, JSON, XML, JavaScript, Vue, jQuery, CSS, SQL, MySQL and other web-related languages.

Server migration from Linux to Windows server and vice versa. Maintain and configure DNS records.

Tools: Adobe Dreamweaver CS, Sublime Text and GitHub.

ProCon.org
2007 - 2014

Graphic designer

Create and improve images, graphs, layout and functionality.

Tools: Figma, Adobe Photoshop CS, Adobe Illustrator CS, Final Cut, Adobe Premiere Pro and Gimp.

ProCon.org
2007 - 2014

Responsible for Search Engine Optimization (SEO)

Optimize and analyze Google SERPS and Google Analytics.

Analyze and implement ongoing beneficial changes for SEO.

Implementation, structuring and ongoing maintenance of Google Adwords and Adsense accounts for online marketing.

ProCon.org
2007 - 2014

IT administration and management

Report, coordinate, configure and analyze traffic statistics. Administer internal reporting from staff, as well as compile reporting to the CEO.

Calstar Energy LLC
2005 - 2007

Chief Information Officer (CIO)

IT strategy, project management, governance, outsourcing, supplier contacts, personnel responsibility, cost efficiency, business development, IT security and compliance.

Sintos Consulting OÜ
2002 - 2005

Senior Partner and Chief Operating Officer (COO)

Operational manager for small consulting company (35 employees), with a focus on business law, management consulting, contract negotiations and IT.

Hirns Juridiska
Rådgivning
1996 - 2002

Lawyer

Legal advice in business law, company law, purchase law, market law, intellectual property law, commercial agreements and disputes in court and arbitration.

Competence

Roles

Product Manager, Team Leader, Sub-Project Manager, Main Project Manager, Investigator, Business Developer, Workshop Leader, Coach, Teacher, Project Administrator, Digital Media Project Management, Interim Manager, Product Owner, Program Manager, Training Manager, Technical Project Manager, Communications Advisor, Communications Strategist, CEO

Business Development and Strategy

Business development in general, Business management, Process development, Organization development, Strategic planning, Business development, Leadership, recruitment, personnel development, Business planning, Change Management, Change management, GDPR, Product management, Project management, Strategic

	planning, Investigation, Business analysis, Workshop management, Business and IT strategy,
IT-strategy	IT architecture - enterprise level, Technology investigation, Selection of development and production environment, CRM Project systems,
Procurement	Customer support, Purchasing and negotiation, Formulation of requirements, Supplier analysis, Offer evaluation
Leadership	General leadership, Operational management, Interim management Course and seminar leader, Recruitment & Personnel development, Mentor, Business coaching, Group processes, Mentor, Mentoring, Outsourcing and Board member
Project phases	Operation, Feasibility study, Implementation, Introduction and handover, Production introduction, Project planning, Systemization/Design/Requirements, Test, Development/Implementation
Project management	Administrative main project management, Commercial project management, Administrative sub-project management, Infrastructure and logistics, Project management, Technical project management
Communication & Information	Swedish, (native language) English (fluently) Finnish (fluent in speech, as well as good in writing) Estonian (fluent in speech, as well as good in writing) French (basic speaking and writing) German (basic speaking and writing)
Wireless data communication	WLAN
Fixed data communication	LAN
Operation/Support/Service	Data operation/monitoring, Operation/Support/Service in general, Network administration
IT security	Data security/vulnerability analysis, IT security in general, Encryption
Methods & Processes	Scrum, Agile methods in general, KANBAN
Operating systems/platforms	AWS, Windows, Mac OS X, Linux (Red hat, CentOS), Laravel, WordPress, Joomla, GitHub
Development language	HTML5, CSS, Javascript, JQuery, Vue, SQL, , XML, PHP, Webservices

Tools & Middleware

Figma, Adobe Dreamweaver CS, Sublime Text, Adobe Photoshop CS, Adobe Illustrator CS, Final Cut, Adobe Premiere Pro and Gimp,

Industries

Graphic Design, Computer Services, IT Services, Computer Programming, Computer Operations Services, Design, Legal and Financial Services, School & Education, Research & Development, Business Services, Advertising, PR & Market Research, Transport, Real Estate

Employments

Chief Operating Officer/Senior Partner, Strikespeed LLC, since 2020

IT Director, ProCon.org, 2014 – 2020

IT Manager, ProCon.org, 2007 – 2014

Chief Information Officer (CIO), Calstar Energy LLC, 2005-2007

Senior Partner/COO, Sintos Consulting OÜ, 2002-2005

Lawyer/Management Consultant, Hirns Jurdiska Rådgivning, 1996-2002

Education

Master of Law degree (LLM.), Uppsala University, 1990-1996

Licenses & certifications

Google Project Management Certificate, Feb. 2022 - July 2022