



50 Bridge Hill,
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Jay Matthews

Digital Designer

With over 15 years of industry experience as a digital designer I have worked with start-ups, digital agencies, businesses and established brands across various sectors.

I have gained experience at every phase of a project's life cycle from defining a project's user and business requirements through to delivering design solutions, guidance and advice directly to clients, stakeholders and the development team to ensure a quality end product.

I'm a passionate designer, adaptable to either working in an agile in-house or agency environment. I constantly look to redefine and learn better work methodologies to better understanding how to make work that really matters

Skills

- Produce high-quality visual designs from concept to execution, including those for desktop and responsive web at a variety of resolutions.
- Excellent skills across Adobe creative suite, Sketch, Craft, Invision and Marvelapp.
- Professional design skills of visual elements, user interface, considering typography, iconography, layout, colour and brand identity.
- Ability to create rapid prototypes to prove or disprove a hypothesis.
- Comprehensive understandings of UX design principles.
- Understanding of web standards, usability and experience in designing responsive solutions.
- Strong understanding of HTML, CSS and JS.
- Ability to create prototypes in code (HTML5, CSS3, SASS, jQuery).



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Experience

Director, Freelance Digital Designer at Flavour Creative LTD

May 2006 – Present

- Visual design lead for digital projects spanning web applications, responsive websites and e-commerce.
- Worked with start-ups, design agencies, medium and large corporations.
- Project managed front-end and back-end development teams co-located, remote and off shore.
- Worked directly with clients refining ideas/concepts based on user and/or client feedback.
- Worked directly with clients on collaborative brainstorming sessions.

Freelance Digital Designer at MO International

May 2010 - November 2011

- Visual design lead and front-end Wordpress theme development for Oracle APAC Webcasts B2B website.
- Visual design lead Wyboston Lakes website re-design.
- HTML Email marketing campaigns.

Freelance Digital Designer at RE-DO Online

May 2005 - November 2009

- Responsible for P&G Careers digital advertising and marketing campaigns.
- Completed 2 re-designs for P&G Western European Careers website.
- P&G Careers website re-design 2009 resulted in raising Potential Park's Top Employer Web Benchmark ranking to No.1 - Best Corporate Recruiting Site in UK and France. It also leapt 13 places in Germany and overall in Europe.

Senior Interactive Designer at NMI Group

September 2000 - August 2005

- Design lead for seasonal website re-design for London Fashion Week for 4+ years.
- Lead design for P&G Careers marketing, online advertising, print and website.
- Lead website design for QinetiQ working with external agencies, project boards to establish the initial launch architecture and design.
- Flash advertising for BBC Multimedia, Sony Playstation and Konami.
- Created B2B asset management systems for Coca Cola, Halfords and Boots.
- Designed and developed flash games for DfES and Cyprus Hill.
- Managed internal designer and development teams.



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Qualifications

Croydon College

Bachelor of Arts (B.A.) with Honors, Design and Visual Communications

Hertford Regional College

Diploma of higher Education, Visual Communication and Design

Barnfield College

First & National Diploma, Graphic Design and Illustration

Interests

Traveling – I love to travel and experience different cultures. I took a sabbatical in 2004 to travel Central and South America, New Zealand and Australia.

Sports – swimming, cycling and snowboarding.

Design – Design thinking, UX and UI. Design Conferences.

References

Available on request