



CV

In a nutshell

With over 20 years experience as a digital designer, I've consistently delivered top-tier web, mobile and SaaS experiences for SMEs and leading brands, ensuring projects are completed on time and within budget. I'm deeply committed to meeting ROI and performance goals, with one of my proudest achievements being a 300% increase in sales and a 66% boost in TrustPilot scores within just six months. I've had the privilege of working across various industries in full-time, contracting, and freelance roles. My experience spans a range of sectors, including **Automotive** (Harley-Davidson, Lotus, Bentley, Ford, Peugeot), **IT** (IBM, Appoly, TMWI, Bluesky Interactive), **Financial** (NatWest, Nationwide Building Society, AJ Gallagher, BHIB Insurance Brokers), and **Industrial** (Stanley Tools, Cromwell Tools, RS Online). I've collaborated with some of the most prestigious brands and worked with renowned agencies such as McCann Erickson, Matrix, Gough, and RBH.

Matthew Baxter

UX / UI Digital Designer

Kenilworth, Warwickshire

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Portfolio

www.matthewbaxter.co.uk

Software / Frameworks / Languages

- Figma, Sketch, XD, InVision, Miro
- Photoshop, InDesign, Illustrator
- HTML, CSS, Less, Sass, Bootstrap
- Wordpress, Ecom, PHP/MySQL
- Agile, Scrum, Jira, Trello, Azure
- Browserstack, OutSystems

Design & Digital Marketing

- UX/UI Research, Journey Maps, Wireframes & Prototyping
- Brand Guidelines, Design Systems
- Usability & Accessibility (WCAG)
- Responsive Web & App UI Design
- CRO, SEO, PPC, Google Analytics
- Search Console, PageSpeed
- HotJar, CrazyEgg

Work Experience

03/23 - 04/24 • **GallagherRe Insurance Brokers** • Contract (Remote, Inside)

Lead UX/UI Designer

As a member of a Scrum Agile team, efforts focused on creating a faster, user-friendly SaaS platform for analysts assessing reinsurer security. Collaborating with designers, developers, project managers, and business analysts, we successfully completed a full platform rebrand and rebuild.

- Collected input from stakeholders to define UX
- Crafted workflows, user journeys, wireframes, and UI screens to meet user needs
- Created responsive prototypes for all viewports, focusing on a mobile-first approach
- Built a design system in Figma with grids, styling and components to streamline developer handoff
- Organised user feedback sessions to refine the interface and functionality
- Wrote user tests, conducted interviews and presented findings
- Delivered demos to over 100 employees to showcase platform features
- Ensured compliance with accessibility and WCAG standards
- Polished code to ensure final viewport screens perfectly matched design specifications

01/22 - 03/23 • **Appoly Limited** • Full time (Hybrid)

Senior UX/UI Designer

Collaborated with stakeholders, a solutions architect, project managers and developers to implement innovative web, mobile and SaaS solutions.

- Led stakeholder meetings to ensure client briefs were thoroughly completed and approved
- Conducted UX and UI for both internal and external web and mobile projects including user research, user personas, user journeys and sitemaps
- Redesigned legacy apps, including creating new logos, reshaping user journeys and overall UI
- Executed all design stages including branding and low/mid/high fidelity prototypes
- Leveraged creative and strategic thinking to overcome design challenges
- Established design guidelines, best practices, and standards for the business
- Generated creative ideas and contributed to the design of graphics for an office refurbishment

04/20 - 09/21 • **TMWI Limited** • Full time (Hybrid)

Creative Manager and Front-End Developer

Managed four websites: the company site, the group site, an eCommerce store, and Ruck.co.uk. A major accomplishment at TMWI was the redevelopment and monetisation of Ruck, one of the world's leading rugby websites, now with over 20 million users, 53 million sessions, and 120 million page views (as of 2023).

- Conducted UX, UI design, coding and maintenance of all websites within a year
- Implemented retargeting and programmatic advertising campaigns on all websites
- Secured direct site advertising with Bet365, SkySports and SpreadEx to monetise Ruck
- Secured business opportunities by crafting pitch proposals for Disney, Nestlé, and MG Cars
- Created design guidelines and standards for the business



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08/19 - 04/20 • **BHIB Insurance Brokers** • Full Time (On-Site)

Web Designer and Developer

Responsible for the end-to-end design, coding, delivery and maintenance of multiple B2B and B2C websites to promote insurance packages.

- Crafted workflows, user journeys, wireframes, and UI screens to meet user needs
- Created responsive prototypes for all viewports, focusing on a mobile-first approach
- Collaborated with a designer to code various Wordpress websites
- Used BrowserStack to verify all screens functioned correctly across browsers
- Optimised code using Gulp and used Git version control
- Deployed websites to Amazon Web Services as well as integrating 3rd party APIs

02/19 - 08/19 • **Cromwell Tools** • Temp Contract (On-Site)

Frontend Business Systems Developer

The role involved overseeing the development and performance of both the B2B and B2C tool supplier websites, with the end goal of creating responsive engaging platforms and driving success through increased sales.

- Managed a team of 7 developers and initiated morning stand-ups to improve team communication, collaboration and efficiency
- In collaboration with the team, improved UX/UI and CRO and implemented SEO and PPC to triple sales within six months, achieving a **300% increase**
- Improved the company's TrustPilot rating from 3 to 5 stars through effective marketing strategies, achieving a **67% increase**
- Supplied HTML, CSS, and Bootstrap code to backend developers to enhance websites
- Contributed to an Accenture-led 'Digital Transformation' program, gaining expertise in digital strategies and methodologies

2010 - 2013 • **McCann Erickson** • Contract (On-Site, Inside)

Web User Interface and Portal Developer

- Coded a portal for **Lotus Cars** from wireframe, ensuring operability and accessibility standards
- Design and maintenance of the **Harley-Davidson** website across various locations and languages
- HTML/CSS coding supplied to developers for **Stanley Tools, Reed, Persimmon & Charles Church**
- Maintenance to the **Aston Villa** Junior Football Club website

2005 - 2010 • **Bluesky Interactive** • Full time (On-Site)

Web Design Manager

- Managed and mentored a team of 7 web designers
- Led stakeholder meetings to gather business requirements and provided consultancy services to build strong relationships with clients
- Scheduled design and development pipelines based on budget
- Designed, coded & optimised numerous franchise and independent car dealer websites
- Managed numerous Google Adwords campaigns for dealers

2004 - 2005 • **CFC Solutions (part of Pendragon Plc)** • Full time (On-Site)

e-media Designer

- Achieved top 10 rankings in Google, Yahoo, MSN generating £5,000 revenue in 1 month
- Ongoing design and maintenance of the company website
- Successfully designed and coded numerous email marketing campaigns
- Responsible for all internal and external graphic and print design

2002 - 2004 • **IBM** • Full time (On-Site - Warwick)

Communications Co-Ordinator

- Daily operations of the intranet to promote E-Business Hosting Services to ROW & EMEA
- Administered Lotus Notes intranet and enhanced UX using HTML and inline styling



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Additional freelance roles

2017 - 2018 • **RS Components** • Corby
Freelance Web Designer

2015 - 2016 • **Matrix Graphics** • Birmingham
Freelance Web Designer

2013 - 2014 • **Doctors.net** • Abingdon
Freelance Web Designer

2016 - 2017 • **RBH Creative** • Birmingham
Freelance Web Designer

2014 - 2015 • **Gough Marketing** • Bromsgrove
Freelance Web Designer

2000 - 2001 • **IBM** • Warwick
1 Year Industrial Placement

Education

- BSc Business Studies (2:1)
- GNVQ Advanced Business Studies
- Computing (AS Level)
- 9 GCSE's (incl. Maths & English)

Hobbies & Interest

- Fitness (Gym, Football and Golf)
- Socialising with friends and family
- Bedroom DJ and Radio DJ (volunteer)
- Acting (volunteer)