



Matthew Neo-phytou

Senior UX/UI Designer

📍 London, UK

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Languages

English (Fluent)

About

A Digital Creative currently in e-commerce skilled in:

- Concept and idealisation
- 360 strategy: Web, email, affiliates, social...
- UX Journeys utilising AI principles through UI practices, prototyping and MVT
- Collaborating with developers, marketers, 3rd parties
- Art Direction background in advertising

Side project of running creator owned brand "We the ability." designing graphics for apparel.

BRANDS WORKED WITH



Experience



● Senior UX/UI Designer

AllSaints | Aug 2022 - Now

Supporting the digital transformation, and evolution of AllSaints dot com, ensuring the customer experience is seamless, from on-boarding through purchasing.

- Working with an In-house team to review the functionality and design demos from an external agency across a variety of breakpoints and devices.
- Research functionality for app/site launch and feedback as part of replatform with In-house team.
- Suggesting creative solutions to website and App challenges, including but not limited to, driving engagement with content, conversion and brand experience
- Contribution to digital design resources and processes, including prioritisation, expectation management, and communication of deadlines and ETAs across departments.
- Lead and owned all assigned projects, making sure they are delivered both on spec and of the highest quality

● Senior UX/UI Designer

Eastside Co (Shopify Plus Agency) | Feb 2022 - Jul 2022

Shopify affiliated digital agency where I was a part of a team that implemented re-platforming or redesigning websites or products:

- Create overall concepts for the user experience within a business webpage or product, ensuring all interactions are intuitive and easy for customers.
- Design the aesthetics to be implemented within a website or product, from the layout menus and drop-down options to colors and fonts.
- Account for and track the human-computer interaction (HCI) element of a design



● Senior Digital Designer

GHD | Sep 2019 - Jan 2022

Working closely with the Global Head of Studio & Content to design visually compelling assets and content for use across our global responsive websites, third party, and social sites. Working closely with the Ecommerce Marketing Manager to deliver engaging and consistent content for email, affiliates, re-targeting, social media, and display advertising channels. Creating designs that respond beautifully to all devices whilst demonstrating a user-centric approach. Ensuring all digital creative & front-end content produced is on brand, accessible, useable & meets best practice standards. A key stakeholder in the strategic development of innovative digital projects and campaigns. Supporting the design of internal digital communication materials and presentations for the wider

business on an ad hoc basis. Coach and develop Junior Designers, upskilling and inspiring them to create market-leading customer experiences. Conduct continual analysis of competitor activity both onsite and across digital marketing channels, as well as the key market trends.



● Digital Designer

White Stuff | Sep 2015 - Aug 2019

Creating, modifying and production of digital media and graphics for various channels and output, including websites, videos and marketing collateral. Activities include; defining expectations and goals, developing creative solutions, adjusting results accordingly, utilising specialized software programs and tools. Key Achievements:

- Through MVT testing created a Product description page that brought in more revenue than current page.
- Updated the onsite look books to responsive and more aspirational lifestyle manner and through MVT testing generated more revenue than old unresponsive PDF replica of print catalogue.
- Updating site feature pages to responsive and easy to code manner for developers to implement.
- Generate social and online video content to create engaging stories that drive branding.
- Working with an external agency to create a career hub that is more clear and UX friendly that drove more applicants to the site.
- Working with various departments on steering the creative concepts of seasonal campaigns to be more engaging and adaptable in the digital medium.

● Creative Digital Designer

Hobbs Ltd | May 2014 - Aug 2015

Creating, modifying and production of digital media and graphics for various channels and output, including websites, videos and marketing collateral. Activities include; defining expectations and goals, developing creative solutions, adjusting results accordingly, utilising specialized software programs and tools. Key Achievements:

- Creation and applying digital marketing fashion campaigns through email affiliates, cross-site asset creation and through to in-store POS



● Freelance Digital Designer

The Iconist | Nov 2013 - Feb 2014

The ICONIST is an online store and offers curated shopping for people with love for their style. the sole graphic designer responsible for visuals used on site:

- Banner ads
- Retouching
- Emailers
- Page Visual and Layout Creation
- Tablet and mobile advertising

● Production Designer

Fab.Com | Oct 2012 - Aug 2013

Product and uploading via CMS software flash sales for American e-com lifestyle brand fab.com Key Achievements:

- Design and implementation of cross-site marketing collateral to drive weekly flash sales in creative executions, aimed at catching consumer attention and getting message across in concise easy manner

● Graphic Designer

| Feb 2010 - Jun 2012

Development, design and production of sales-driving, brand-extending and cross-channel campaigns including print ads, product launches, brochures, catalogues, advertorials, billboards, logo's, product packaging and more... Key Achievements:

- Provided proposal layout and design print collateral for one of the top retail FMCG supermarket Checkers in South Africa.
- Conceptualising, producing and executing seasonal cross campaigns for South African clothing store Ackerman's, voted best clothing store 2015 by Consumer Satisfaction Index.



- **Graphic Designer**

Creative Workshop | Jan 2009 - Jan 2010

Working on commercial retail brands in several sectors, through various branding collateral such as corporate identity to catalogue and P.O.S creation.

- **Art Director**

Bbdo | Jan 2007 - Jan 2008

Working on fashion retail campaigns. Conceptualisation through to execution. Beginning at client facing meetings to photographer, stylist and make up artist sourcing, with art direction of photo shoots. Gathering all material and creating P.O.S, catalogues and various other media collateralgrthgthj