

## A creative product designer

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# Hello, I'm Mat Bradshaw

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## Skills

Product Design (UX/UI) • Digital Design (Web design) • Traditional Graphic Design (Print) • Branding/Style guides • Design Systems • Project Management • Team Leadership

Adobe Creative Suite • Marvel • Miro • Agile methodology

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## Experience

### Raiys (PAM Assist) / UX/UI Designer

MARCH 2020 - PRESENT, Warrington based Wellbeing/Coaching App

My role is to create exceptional user-centric experiences across digital platforms (both web and mobile app) through end-to-end product design including research, concepts, interactive prototyping and user testing. Running ideation workshops to explore new business requirements and validating design decisions through quantitative and qualitative research.

Using agile principles I work closely with product owners, developers and customers to produce the best possible solutions that balance technical feasibility with user experience.

Creating and maintaining the brand guidelines and design system following a rebrand in 2021 following accessibility standards.

During this time through partnership with PAM Assist, users on the platform have increased from 200k to over 750K and clients now include M&S, HMRC and Network Rail.

### Dreamscape / Creative Lead

2018 - 2020, Cheshire based Digital Agency

Responsible for the collective creative output of Dreamscape Solutions Ltd across both the development and marketing departments. Primarily focused on the full UX/UI design lifecycle of website creation for a wide range of organisations,

Supporting and shaping marketing strategies of the existing client base with all manner of on and offline collateral from Google ads to traditional print media.

## **8Ball Games/Stride Gaming / Head of Design**

2015 - 2018, Greater Manchester based Online Gaming company

Responsible for the collective creative output of a 9 strong team of in-house Graphic and UX/UI Designers delivering digital and offline collateral for over 150+ website brands within the online gaming sector.

Project managing the creation and delivery of exciting new brands through aligning the design team with the development and marketing depts internally within 8Ball alongside external partners.

Working at a Senior Management level to assist in wider business decisions and setting of road maps/long term strategies, including the integration of 8Ball Games into the wider Stride Gaming PLC Group.

Direct Line Management of design team including recruitment, mentoring, training, team building/motivation, workflow management.

Liaising with external partners including; gaming networks, video production companies, printers and recruitment agencies controlling budgets and costs and delivering projects.

Full awareness of latest market trends, compliance, data protection and regulatory rulings within the gaming sector.

## **8Ball Games / Graphic Designer**

2014 - 2015, Greater Manchester based Online Gaming company

In collaboration with the marketing department I was responsible for brand creation, website/landing page design, email templates and offline print collateral across multiple websites within the online gaming sector.

## **Freelance / Graphic Designer**

2003 - 2014, Various

Working directly with various art directors, copywriters and company directors to create all manner of collateral for numerous national clients.

Select clients include; EMI, Sony Records, Universal Music, Dennis Publishing (Maxim, Bizarre), Lowri Beck Services and various independent businesses.

Developing relationships with partners including photographers, model agencies, printers to deliver projects on time and on budget.

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## **Education**

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**John Moores University / BA Graphic Arts**

**Warrington Collegiate / BTEC Foundation in Graphic Design**

**Bridgewater High / 4 A levels. 9 GCSE A-C**