

Matt James

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PROFESSIONAL PROFILE

I am a highly motivated achiever of an outgoing nature with an intense degree of creative flair, with an up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. My experience and level of employment have seen me relocate from London to Gibraltar & Malta, where I have progressed in the online gaming industry and have visually rebranded a company and launched a brand new site with a new Sportsbook software provider (Finsoft) and so far rolled out youwin.com Sports Book, Casino, Slots and Poker in 3 territories in the first year. I also play a very proactive role when presenting and pitching the clients ideas and designs to their prospective customers. Since my return to the UK in October 2010 I have continued to work in the online industry.

EMPLOYMENT HISTORY

I = Designer/Developer – PokerStars.com

Reporting to Head of Online

December 2010 – Current

Responsibilities:

- Territories managed: .com, French, Italian, Denmark, Hungary, Austria, Belgium and Spanish.
- Area's of Focus: Design and optimise landing pages through the Google PPC channel, as well as banner design and optimisation using Adsense, Googles display network.
- Design, Development and management:
 - ~~As~~ Site UI Testing of sections Home/Download/Portal/Promotion, testing conversions.
 - Landing page split testing using Googles Website Optimiser.
 - Multivariate testing using Googles Website Optimiser.
 - Testing including: image, button, colours, layout, caption, testimonials, video, multi media, country flags, icons, payments, security and jQuery elements and widgets.
 - Banner campaigns (Gif / Flash) for Googles display network.
 - Site Design pokerstars.co.uk (site completed November 2011).
 - Internal Dashboard design integrating Google analytics API.
 - Support to the whole online departments design and usability for website, landing pages and banners.
- Technologies in use, Google website optimiser, ClickTale, Google Analytics (report conversion rates, all too increase the click to download of PokerStars software to compare against and number of new accounts on an internal system).
- Design and management of Social media advertising with and emphasise of Facebook adverts. Leasing with a social media agency that tracked results to optimise the best working adverts using both caption and image.
- Ownership of Imagery and budget, and insuring look and feel of all media stay on brand.

Achievements:

- Increase click to download across PPC campaigns in .com, France and Italy.
- Management of all UI design, .com, French , Italian, Denmark, Hungary, Austria, Belgium and Spanish.
- Continual optimisation of landing pages on a keyword level.
- Roll out for winning landing page design template to all departments including PPC, Display and Affiliates to increase their own conversion rates.
- Implementing Google Website Optimiser, ClickTale and Google analytics code across all PokerStars landing pages.
- Using Analytics and reporting tools to make key design changes across all territories.
- Completed design of PokerStars online marketing dashboard using analytics API.
- Banner design and implementing on Google's AdSense, display network.
- Launched Spanish and Denmark's PC landing page & banner design.
- Archive/database of all testing.
- On the fly updates to keep to regulations specified by Google across all territories.

Contracting – Unibet

Reporting to Studio Manager

September 2010 – December 2010 (4 months)

Responsibilities:

- Design for the websites Maria Bingo and Unibet across all online and offline media.
- Conceptual design for Promotions.
- Photo manipulation and retouching.
- Uploading and management of files using various content management systems.

Creative Manager – youwin.com

Reporting to Head of Marketing

September 2009 – September 2010

Responsibilities:

- Territories managed: English, German and Spanish.
- Area's of Focus: Sports Book, Live Betting, Casino, Slots and poker.
- Design and management:
 - Banner campaigns (Gif / Flash / XML) for affiliates and paid for media.
 - Landing pages.
 - e-mailers.
 - Wireframe new projects.
 - Stress testing of banners and landing pages.
- Technologies used: Connextra (banner upload / reporting / targeting / delivery), Google Analytics (report conversion rates from micro sites to accounts), REACT (RedEye Email and Communication Tool), all to increase the click thru rates and number of new accounts.
- Maintain and renew content on youwin.com across all products and territories.
- Ownership of Imagery sourcing maintaining Gaming Commission regulations, royalty budget spend and keeping the image look and feel within the design for the brand.

Achievements:

- Design and licensing of the youwin.com logo.
- Planned and designed the rebrand of youwin.com Sports book, Live betting, Casino, Slots and Poker.
- Wrote youwin.com brand guidelines.
- Re brand of a Poker client.

- Serving banners through Connextra using XML Live Odds.
- Attending seminars on User interface design.
- Managed and prepared weekly artwork for Television slot on DSF, A German sports channel.
- Fully trained in Connextra (Ad serving).
- Implementing SEO techniques site wide.
- Fully trained in REACT (Retention email broadcast).
- Fully trained in Matrix CMS system (Content management system).
- Intergrate social media on the youwin.com website
- Utilised Fogbugs project management tool.
- Involvement in scoping projects.
- Currently getting a Getty Images account and negotiating a deal to suite youwin.com budget.

Senior Designer – Victor Chandler – 60 Years of Trusted Gaming

Reporting to Head of Creative Design World Wide

May 2006 – September 2009

Responsibilities:

- Territories managed: Worldwide.
- Area's of Focus: Sports Book, Casino, Live Casino, Virtual Games, Poker and Financial Spreads.
- Design and management:
 - Banner campaigns (Gif / Flash) for affiliates and paid for media.
 - Landing pages, e-mailers, Micro sites.
 - Adverts to National Newspapers, Print campaigns.
- Technologies used: DoubleClick (banner upload / reporting / delivery), Google Analytics (report conversion rates from micro sites to accounts), Tabs (rich media design tool), all to increase the click thru rates and number of new accounts.
- Maintain and renew content of 15 different gaming websites and poker clients.
- Emergency cover – last minute print changes in the national press or online banner alterations managed from the office during weekends.
- Working closely with content and product teams to maintain a tight schedule of new creative guaranteeing the sites fresh look and all the latest offers to maintain the high levels of account acquisition and retention.
- Meetings with super affiliates for bespoke creative to drive greater levels of new accounts and monitored success using tracking technologies.

Achievements:

- Planned and designed an Award Winning print advert.
- Planned and designed the rebrand of Victor Chandler Games, Casino, Live Casino, Poker and Blacks Gaming.
- Used experience to date to help the business gain business efficiencies for managing and maintaining a large group of websites by using server side include technology ultimately saving money within the creative teams budget.
- Further development of personal knowledge across Html, Flash, Javascript, style sheets and email templates.

Freelance Designer – Jugglers Design Recruitment Ltd - Leaders in Design Recruitment

Reporting to Account Directors and Heads of Department.

Sept 2002 – Jan 2006

- Yellow Door Advertising agency
- Archant Life

- United Designers
- RMI - Graphic Designer
- Azo Graphics
- Griffin Design and Print

Responsibilities:

- Territories: UK
- Design and production:
 - Landing pages and print campaigns, Storyboard Banner campaigns, Resize and make gif backups for Victor Chandler Affiliates. Retouch Photos, Design e-mailers for Sports, casino, Poker and games, Design and supply Adverts to National Newspapers - Manage Print projects. Microsites, promo dvds, print, brochures, DM flyers and restaurant menus, Magazine design, audio stuff.
 - Also outputting in digital, screen and litho formats and produce PDF's, films, plates and stencils for these formats.
- troubleshoot graphical issues with late copy.
- Worked closely with content team, affiliates, liaising with the reproduction house to ensure colour calibration and output was correct.
- Worked on redesign and print managed a members pack Binders, leaflets, handbook and forms.
- Film work on location using digital camera, and laptop.
- Managed reproduction from master DVD to duplication.
- Designed and managed a compendium titled Designed Adverts such as Full Page ½ page ¼ page, Designed Advertorials, Laid out magazine pages.
- Sent pages to Reproduction houses, Liaised with the Reproduction houses for supporting Files and sending files.
- Management of product cards overseeing acetate films.

Achievements:

- Manage Video Project from concept to completion + results.
- Pitch etc - contract with client with Cinematic bespoke DVD.
- Completion of off line marketing campaign.
- Grow my use of etc Digital printing and its many benefits.
- Grow a thorough understanding of the print process. Learnt to mix with colleagues at all levels.
- Responsibilities of owning my own project.
- Learnt the Software Quark Express, Photoshop and Illustrator.
- Increased sales with cards.

IT Skills

IT skills include: HTML, XHTML, JQuery, CSS style sheets, SEO, PPC, Google Analytics, Google Webmaster Tools, Google Website Optimiser, Clicktale, Joomla, CMS, Adobe Creative Suite, Flash, Dreamweaver, Fireworks, Windows 9x/ 2000 / XP, all Microsoft Office versions and products, Final Cut Pro, DVD Studio Pro, Photoshop, Illustrator Indesign and Quark Express.

Other information:

- Avid enthusiast of internet and supporting designs and software.
- Running, playing and watching football.
- A love of film, and travelling when time permits.

Education:

UEA. Suffolk

- BA (Hons) - Art & Design.
- HND Model Making and Visual Effects in Art and Design

Colchester Institute.

- BTEC Foundation in Art and Design
Plume School Maldon - 3 A Levels.
- A-Levels: Art and Design B, Photography C, & Music D.
- GCSEs: 8 including Mathematics C, Computer added design D, English C, Art & design B & Photography B.

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