**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. I have continued to work in the online marketing industry and have a keen interest in the industry standards and trends keeping up to date through blogs and social media.

**SOFTWARE & SKILLS**

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| * HTML5 | * SEO |
| * CSS3 style sheets | * PPC |
| * LESS | * Social Media Advertising |
| * JavaScript/ JQuery | * Google Analytics/Experiments |
| * DOM | * Google Webmaster |
| * GIT | * ClickTale, |
| * Chrome Dev tools | * AB/MVT Testing |
| * Agile (Scrum / Kanban) | * CMS |
| * Adobe Creative Suite | * Wordpress |
| * Balsamiq/wireframing |  |
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**EMPLOYMENT HISTORY**

**Senior Web Designer & Developer – Netbiscuits.com**

Reporting Head of Development  
July 2014 – Current

**Responsibilities:**

• Released NB Analytics App with brand new UI.  
• Design and improvements on NB Analytics App

• Improvements of app functionality within 2-week sprints

* UX wire framing and scoping of project.
* Photoshop mock ups.
* HTML/CSS flat designs & templates.
* Create frontend functionality with JavaScript and jQuery.
* Continued improvements to UI using user feedback.
* Bootstrap framework integration.
* Responsive web design (RWD) customisations to framework

**Achievements:**

* Passed Advanced JavaScript Highlander course.
* Rebranded & released Analytics, Netbiscuits flagship product.
* Conceptualised designed & released Visitor Flow Analytics. This tracks and visualises a user’s conversion funnel from referrer traffic through to conversion pages.
* Conceptualised designed & released Content Marketing Analytics. This product tracks and compares different types of content.

**Mobile Design & Development – ebookers.com**Reporting to Vice President  
May 2013 – July 2014

**Responsibilities:**

• Territories managed: .com, French, Netherlands, German, Belgium, Switzerland, Sweden and Denmark.  
• Area’s of Focus: Design and development across all mobile advertising, promoting ebookers apps using Display Advertising, CRM & Social Media.

* Design, Development and management:
* Management of all UI design, conceptualising, wire framing and development for the ebookers Mobile team on a pan European scale.
* Android App launch.
* Design of the Hotel Club iPad app.
* Icon design.
* Design & Development of responsive email templates that render in all browsers and email clients.
* Integration of code in the software Responsys Interact.
* Creating a “Smart banner” with device recognition to target users on different devices.
* Design and management of iAd/GDN mobile banners.
* Optimisation of campaigns, championing data driven design.
* Design of all Social Media advertising.
* Design of Social media responsive landing pages using the software OfferPop.
* Testing & Optimisation

**Achievements:**

* Created & managed ebookers first responsive email campaign.
* Designed & managed development of a tool to serve a “Smart Banner” within email campaigns to segment and target users for the best user experience. This was design prototyped and rolled out across all CRM in the business.
* Increased conversion of downloads using CRM & Display advertising.
* Played a key role in ebookers Android launch, banners, CRM & Social.
* Design of Hotel Club app and launch.
* Creating a Social media Video using the software After Effects.
* Proficient in OfferPop, Social media platform.
* Proficient in Responsys interact CRM

**Designer/Developer – PokerStars.com**

Reporting to Head of Online

December 2010 – May 2013

**Responsibilities:**

• Territories managed: .com, French, Italian, Denmark, Hungry, 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 Adsence, Googles display network.

• Design, Development and management:

* Site UI Testing of sections Home/Download/Portal/Promotion, testing conversions.
* Landing page split testing using Googles Experiments & Maximiser.
* Multivariate testing using the software Maximiser.
* Testing including: image, button, colours, layout, caption, testimonials, video, multi media, country flags, icons, payments, security and jQuery elements and widgets.
* Internal Dashboard design integrating Google analytics API.

**Achievements:**

* Increase click to download across PPC campaigns in .com, France and Italy.
* Management of all UI design, .com, French, Italian, Denmark, Hungry, 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 there 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 Googles Adsence, display network.
* Launched Spanish and Denmark’s PC landing page & banner design.
* On the fly updates to keep to regulations specified by Google across all territories.

**Design Contract – 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 responsibility for the corporate brand guidelines.

**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.
* Integrate social media on the youwin.com website
* scoping projects.

**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.

**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 sever 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.

**Education:**

UEA. Suffolk

BA (Hons) - Art & Design.

Colchester Institute.

BTEC Foundation in Art and Design

A-Levels: Art and Design B, Photography C, & Music D.