

Matthew Griffiths

Designer & Front End Developer



Profile

Accomplished creative professional with a proven track record of producing successful, result-driven solutions across print and digital media.

Relevant Experience

Designer & Front End Developer | griffital DESIGN

May 2017 – Current (self-employed)

Key achievements

- ♦ Established and continually grow a successful freelance business that delivers creative expertise, technical proficiency and project management.
- ♦ Extensive portfolio of global clients including industry startups, market leading businesses and household name brands.
- ♦ Spearheaded the launch of multiple startups with a key focus on their brand identity and promotional assets to ensure profitability and growth.
- ♦ Overseeing and working within assigned budgets with a 'under-promise, over-deliver' approach to all work.
- ♦ Ability to offer design, development and project management services.
- ♦ 100% project completion with over 85% client retention year-on-year.

Design & Production Manager | Rork Media, London

Freelance project

- ♦ Designed a complete brand package for a startup publisher that helped them grow into the now industry leading brand with a global audience.
- ♦ Responsible for business critical project management and client liaison.
- ♦ Manage all print and digital assets, plus annual events/shows.
- ♦ Praised by client as 'a key figure in the continued growth of our business'.

Web Designer | Sheppy's Cider, Taunton

Freelance Project

- ♦ Designed an e-commerce store and developed an interactive prototype to showcase to the client the user experience.
- ♦ Successfully re-designed their website homepage and subsequent additional pages with a complete branding overhaul from a limited brief.
- ♦ Worked closely with the CEO and business development manager to ensure expectation was managed within the assigned budget.

Designer & Front End Developer | Unit Stack, London

Freelance Project

- ♦ Designed a complete brand package for startup software agency.
- ♦ Developed and deployed their new website.
- ♦ Assisted marketing team with social media strategy and promotions.

Previous Employment

Magazine Designer Archant Life, Cheltenham	Feb 2011 – Mar 2017
Senior Designer Archant Life, Cheltenham	Sep 2009 – Feb 2011
Designer Archant Specialist, Essex	Jun 2006 – Sep 2009
Junior Designer Archant Specialist, Essex	Oct 2005 – Jun 2006

Details

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Design & Coding

- ♦ HTML, CSS (Sass)
- ♦ JavaScript
- ♦ Visual Studio Code
- ♦ Version control (Git)
- ♦ Package managers (npm, Homebrew)
- ♦ Command Line
- ♦ Responsive UI/UX design
- ♦ Adobe Creative Suite
- ♦ Figma

Project Management

- ♦ Slack
- ♦ Discord
- ♦ Trello

Certifications

- ♦ Front-End Engineer (Codecademy, 2023)

Personal Skills

- ♦ Strong communication
- ♦ Excellent interdepartmental coordination
- ♦ Project management
- ♦ Timekeeping
- ♦ Problem solving
- ♦ Reliable & self-motivated
- ♦ Strong team player
- ♦ Willingness to learn new trends & languages
- ♦ Successful reputation

Number Stats

17 Years industry experience
06 Years freelancing
215 Completed projects
08 Sectors worked in