

# Matt Pope

## FRONT-END DEVELOPER | UX/UI DESIGNER

A hybrid designer/developer with 15+ years of experience crafting intuitive, high-performing digital experiences. With a strong foundation in frontend development and UX/UI design, I bring a keen eye for detail, a deep understanding of user-centric design, and a passion for building clean, accessible, performant interfaces.

## RECENT PROJECTS

### DODs Political Intelligence

Led complete UX process from research through user testing for AI-powered transcription platform, creating solutions that eliminated manual workflows and enhanced live session efficiency.

### SEGA emails campaigns

Collaborated with SEGA and internal teams to architect and implement streamlined email campaign workflow, integrating React, MJML, Email on Acid, and Customer.io to deliver scalable HTML email solutions for major game title launches.

### Ubiquity website build

Executed full website migration from legacy system to Next.js/Builder.io architecture, delivering improved performance and content management capabilities.

## PROFESSIONAL EXPERIENCE

### Freelance Web Developer & Consultant

July 2025 - Present

- Manage ongoing maintenance, security updates, and performance optimisation for 6+ WordPress sites, implementing automated security monitoring.
- Led consultation for development agency, introducing React Mail workflows that decreased email development time and improved cross-client compatibility.
- Built WordPress-integrated Knowledge Base enabling charity staff to self-serve content management with zero technical training required.
- Delivered comprehensive website audits and optimisation strategies for architect firm, establishing measurable online presence metrics.

### Spicerack - Head of UI/UX Development

April 2023 - July 2025

- Led the design and frontend development of high-impact digital products, including email campaigns for major SEGA game titles.
- Oversaw the entire development lifecycle with a strong focus on usability, accessibility, performance (speed & SEO), and frontend best practices.
- Collaborated closely with Project Managers and the Head of Delivery to scope new projects, estimate timelines, and align resources to meet delivery goals.
- Designed user journeys, wireframes, and interactive prototypes, and conducted user testing to inform design iterations.
- Line managed and mentored a growing team of developers conducting regular 1:1s, creating personal development plans, and delivering performance reviews and annual appraisals.

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## SKILLS

### Languages & Frameworks

HTML, CSS, SCSS/SASS, JavaScript, PHP, React, Next.js, Liquid, MJML, MySQL, Tailwind CSS

### CMS & Platforms

WordPress (ACF/Gutenberg), Shopify, Drupal, Contentful, Strapi, Builder.io

### Tooling & Workflow

NPM, Yarn, Gulp, Webpack, Git, CI/CD, Docker, VSCode, Warp, Parcel, AWS

### UX & Optimisation

Figma, Adobe Create Suite, Wireframing, User Testing, User Journeys, Accessibility, SEO,

### Project & Collaboration Tools

JIRA, Trello, TeamWork,, Slack, Teams, LeapSome, Toggl, Google Workspace, Salesforce/Pardot

## CERTIFICATIONS

### Google UX Design

COURSERA

### Management & Leadership

ACUITY

MORE EXPERIENCE

Spicerack - Lead UX/UI Developer

Nov 2019 - April 2023

- Delivered frontend development using a broad range of platforms and frameworks including WordPress (ACF, Gutenberg), React, Next.js, and headless CMS (Contentful, Strapi, Builder.io).
- Led a team of in-house and freelance developers during the build of a fast-paced Shopify eCommerce project, ensuring scalable, performant frontend architecture.
- Developed the frontend for an iOS/Android app, maintaining direct collaboration with the product owner and contributing to project management.
- Owned the QA process for frontend deliverables including browser testing plans.
- Acted as the primary point of contact for client-side feedback and development reviews.

Spicerack - Web Developer

April 2014 - Oct 2019

- Joined as the agency’s sole developer during its early growth phase, contributing to foundational technical decisions and full project lifecycles.
- Delivered HTML5 banner ads and marketing campaigns for global brands.
- Created interactive presentation apps using ShowPad for conference use.
- Built out frontends for a range of internal and client-facing applications, including real estate and trend prediction platforms.

Swiftspin - Web Developer / Photographer

April 2010 - April 2014

- Built interactive 360° product viewers for brochure and e-commerce websites using ActionScript and later HTML5/JavaScript/JQuery.
- Developed custom web apps for displaying stitched photography sequences.
- Learned and applied studio photography and Photoshop scripting to streamline asset production.
- Worked closely with product teams and external clients to tailor experiences to platform needs.

EDUCATION

BA (Hons)

Interactive Multimedia

UNIVERSITY OF WALES, NEWPORT

HND

Multimedia

CITY OF BRISTOL COLLEGE

AVCE

Information Technology

CITY OF BRISTOL COLLEGE

SELECTED CLIENTS

SEGA, Dyson, Pepsi, Lays, Disney, Calvin Klein, COTY, Marc Jacobs, BNP Paribas, McCormick, Schwartz, Baileys, Symprove, Foresight Factory, Walker Sands, Science In Sport