



Matt Sewell
07708669000

shatteredpanda@gmail.com
shatteredpanda.com

Senior/Lead Product Designer: Oct 2007 - Present

I have a vast amount of experience working for major brands including: M&C Saatchi, The Telegraph, The Economist, BT, Bauer Media, Grazia, New Look, Natwest, Forever Beta, Grey, BD Network, Bloom & Wild, Saatchi & Saatchi, Hostmaker, Empire, Tide and EY Seren.

YunoJuno Freelance Designer of the Year 2021

In December 2021 I won the YunoJuno Freelance Designer of the Year. I was one of eight designers who made it through to the final. Colleagues who I had worked with over the past 13+ years left me likes, comments and private messages. It made me reflect on my career and feel really proud of everything I have achieved so far.

Tide (Business Banking app): Senior Product Designer Jan 2023 - Aug 2023

I was hired by Tide to work as the Senior Product Designer in their Finical Services team. I responsible for the launch of Tide's first Card Reader product, allowing businesses to take in person payments from customers. I was responsible for the continued development of Tide Payment Links product and their first Interest Savings account offering.

Paternity Leave: Jun 2022 - Nov 2022

During my time on paternity leave, I was inspired to start creating art again. I now have my work featured in 2 galleries across the UK and is something I hope to continue to invest time in growing. I also picked up part-time contracts for various companies including RCP.

vTail (Health Tech app): Lead Product Designer Feb 2022 - April 2022

At vTail I was tasked to design end-to-end features on both the app and the web. My work included setting up the Style Library, redesigning the Home Tab for the app and a new sign-up landing page for the web.

Bloom & Wild (E Commerce website): Senior Product Designer Aug 2021 - Nov 2021

I worked on transitioning the current Bloom & Wild website design to a brand they acquired called Bloomon. This involved solving unique e-commerce problems based on products sold.

Seatfrog (Transport app): Senior Product Designer June 2021 - July 2021

I was hired by Seatfrog to assist in a complete app refresh and design system update (moving to Figma). My work involved evolving their existing design language and establishing a new core brand through evolved UI Design. I created various new design patterns and components and delivered features across both iOS and Android devices.

The Economist (Editorial apps): Senior Product Designer Jan 2021 - May 2021

I was hired by The Economist to concept and design the user experience for all audio content within their app. This included features such as an audio queue which allowed users to create, edit and delete tracks for a personalised experience. Parts of my process included several rounds of user testing, running user workshops, competitor research, user flows, wire-framing and final UI Design. The designs have been received well by users and are now an integral part of The Economist's editorial experience.

Bó (Fintech Challenger Banking App for Natwest): Senior Product Designer Jan 2019 - Nov 2020

I was tasked by Natwest to help create a brand new challenger bank called Bó. Working in an agile environment I created features such as Check-in Streaks, Savings Pots and Search. I also created and maintained Bó's Pattern Library. My process included creating user stories, sketching, user flows, wire-framing, user testing and final UI design. This allowed Natwest to become one of the first traditional banks to develop its own mobile based bank with the latest cutting edge technology.

BT: Senior Product Designer Sep 2018 - Jan 2019

I was tasked with creating a mobile/desktop app that will allow you to make and receive calls using your business land-line number from your mobile and desktop devices. This allows your business to be fully mobile no matter the situation.

Bauer Media: Senior Product Designer Jun 2018 - Aug 2018

I was asked back to re-design websites for both Empire and Grazia magazine. I created the Wire-frames, components, style guides and high fidelity designs, each site taking a month from conception to completion.

The Telegraph: Senior Product Designer Dec 2017 - June 2018

I branded and designed the Telegraph's new Financial Solutions online packages, alongside working on the development of their Travel Section. This included the design of new product pages, destination pages and a new payment process for booking both hotels and flights.

Hostmaker: Senior Product Designer Oct 2017 - Dec 2017

I was tasked with creating the payment journey of purchasing a property directly from Hostmaker's website. They also partnered with Marriott Hotels and needed a quick turn around to create a payment flow and landing page for the new part of their business.

The Telegraph: Senior UX/UI Designer May 2017 - Aug 2017

I was hired to re-design The Telegraph's website. This included UX research, grid research and UX/UI modular design. The site later went on to win Press Awards Website of the Year when it launched.

The Dugout.com: Senior UI Designer Apr 2017 - May 2017

Creating new UI content for further development of the current Dugout app and website.

Firefly Digital: Senior Digital/UI Designer Jan 2017 - April 2017

I have worked for Firefly Digital on several occasions over the last 5 years. I create branding and websites for various clients.

Veepio: Senior UI Designer Oct 2016 - Jan 2017

I worked on an app for the NFL team, Philadelphia Eagles. I also re-branded Barwis Methods, a high profile gym franchise in America.

Bauer Media: Senior UX/UI Designer Sep 2015 - Oct 2016

I re-designed websites for Heat and Closer. I designed the UK's first commercial radio station on Apple TV for Absolute Radio.

The App Business: Senior UI Designer Apr 2015 - Jun 2015

I worked on the Homepage account, creating both Desktop, Mobile and App design for their website.

Forever Beta: Senior Digital/UI Designer Jan 2014 - Jan 2015

I worked on ATL projects for Get Taxi and Rocket Fuel and several projects for Google.

Table19: Integrated Designer: Dec 2012 - Dec 2013

I worked across brands such as Sky, William Hill, Truphone and delivering online content for BlackBerry and Carphone Warehouse.

Lida / M&C Saatchi: Middleweight Designer 2010 - 2012

I worked on clients such as O2, Google, Boots, Mini, Ikea, Network Rail, iShares and Change4Life.

Claydon Heeley: Junior - Middleweight Designer 2007 - 2010

I designed for clients such as Three Mobile, Royal Mail, Post Office, and NCP.