

matt stubbings

About

Self-taught multi-disciplinary designer helping build brands and lead with design first.

These introduction blurbs are always so cringe, so yeah thats it.

Experience

Head of Design

01/2019 – present

evesleep | London, UK

- Guiding and innovating the visual identity of eve as a brand through all media and digital channels. While leading a team of three other designers.
- Lead the design and creation of our digital design system used with in-house development team, helping to streamline workflow and improve design consistency across the site.
- Collaborated with agency partners on creation and design direction of "dancing sloth" ad campaign.

Senior Designer

10/2015 – 12/2017

evesleep | London, UK

- I was brought into eve to update and modernize their website and digital customer experience.
- Lead in the redesign of the entire site from the ground up starting with the homepage and product pages through to the checkout and CRM experiences.
- Created the first style guide for the brand to ensure consistency when working with external partners, solidifying the brand identity and recognition.

Interactive Designer

03/2015 – 09/2015

UNION Advertising | Toronto, CA

Digital Designer working on Brands such as INFINITI, Best Buy, Triscuit and more. Working with traditional and well as social mediums of advertising.

Designer/Developer/Art Director

11/2012 – 02/2015

Ogilvy & Mather | Toronto, CA

- Worked on the digital presence of brands such as Dove, American Express, IBM and Tim Hortons.
- Designed a bespoke website for IBM as part of a digital campaign to remix food recipes, built within their design system using their Watson AI technology.

Key Skills

Branding
Web Design
Art Direction
UI/UX Design
Video Editing

Technical

Pretty much all of the Adobe Creative Suite, except maybe Animator.
Sketch
Invision Studio

Get in touch

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