

Matt Stubbings

Design Leader

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PROFESSIONAL SUMMARY

Self-taught, multi-disciplinary design leader with 13+ years building brands and shipping award-winning digital products for global enterprises. Experienced in leading design teams, defining visual identity, and delivering UI/UX, product and web design across FTSE 100 corporate platforms and consumer brands. Actively integrate modern AI tooling — Figma Make, Claude Code and the Claude + Figma MCP integrations — into the daily design and prototyping workflow. Seeking a Lead Digital Designer or Design Director role where I can lead teams, grow talent and set a high creative bar.

CORE SKILLS

Leadership: Design leadership, team building and mentoring, hiring, creative direction, stakeholder management, agency partnership.

Craft: Web design, product design, UI/UX design, interaction design, art direction, branding and visual identity, design systems, style guides, prototyping, responsive and mobile-first design, accessibility.

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Adobe XD, Adobe Experience Manager (AEM), Sketch, HTML, CSS.

AI & Workflow: Figma Make, Claude Code, Claude + Figma MCP integrations, Model Context Protocol (MCP) tooling, AI-assisted prototyping, design-to-code workflows and agentic design tooling.

EXPERIENCE

Lead Designer | 02/2020 – Present

Black Sun Global – London, UK

- Rebuilt and scaled the design team from 1 to 4 designers across London and Singapore, defining team structure, ways of working and hiring bar.
- Lead design direction on flagship corporate website experiences for Burberry, Coca-Cola HBC, Associated British Foods, Haleon, Breedon and Inmarsat.
- Own end-to-end design quality from discovery through delivery, including UX strategy, UI systems, and art direction.
- Partner with strategists, developers and client stakeholders to translate complex business and ESG narratives into clear, engaging digital experiences.
- Embed AI into the design workflow — using Figma Make for rapid prototyping and Claude Code with the Claude + Figma MCP integrations to move faster from design to working code.
- Recognised with multiple international awards, including Gold Stevie (2023, 2022) and Gold CFA (2022, 2021).

Head of Design | 10/2015 – 02/2020

evesleep – London, UK

- Owned and innovated the visual identity of eve across all brand and digital channels as the brand scaled internationally.
- Led the ground-up redesign of the entire e-commerce site, including CRM and post-purchase experiences, improving brand consistency and conversion.
- Collaborated with creative agency partners on brand campaigns, including the flagship 'Sloth' advertising campaign.
- Created the brand's first style guide and championed the design and build of a digital design system with the engineering team to streamline workflow and lift design consistency.

Interactive Designer | 05/2015 – 09/2015

UNION Advertising – Toronto, CA

- Digital designer delivering campaigns for brands including INFINITI, Best Buy and Nabisco.

Designer / Developer / Art Director | 11/2012 – 02/2015

Ogilvy & Mather – Toronto, CA

- Designed and art directed digital work for Dove, American Express, IBM and Tim Hortons.
- Designed and built a bespoke campaign website for IBM using Watson AI to remix food recipes, delivered within IBM's design system.

AWARDS & RECOGNITION

- Gold Stevie® Winner, 2023 – Achievement in User Experience · Breedon (breedongroup.com)
- Gold Stevie® Winner, 2023 – Best Corporate Website · Breedon (breedongroup.com)
- Gold Stevie® + Gold (CFA), 2022 – Best Corporate Website, FTSE 100 · Associated British Foods (abf.co.uk)
- Silver (Corporate and Financial Awards), 2022 – Best Online Report, FTSE 100 · Burberry (burberryplc.com)
- Gold (CFA), 2021 – Best Corporate Website, Unlisted · Inmarsat (inmarsat.com)
- Gold (CFA), 2021 – Best Online Report, FTSE 100 · Burberry (burberryplc.com)

EDUCATION

Self-taught designer. Continuous professional development across product design, UX research, design systems and design leadership.