Matthew Charles

Digital Media Graduate

Enthusiastic and detail-oriented graduate with a strong foundation in UX and UI. Developed a passion for creating seamless user website experience; inspired a curiosity for understanding user behaviour and a desire to solve design challenges. Eager to join an organisation where there are opportunities to learn more and make positive contributions to projects that deliver meaningful user experiences.

Contact

🌐 **My Website**

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✉ Majacha21@gmail.com

in Matthew Charles

Education

Sept 2021 – May 2024

BSc (Hons) Digital Media

Grade - 2:1

University of West England

Bristol

Skills

Technical

HTML, CSS, PHP, JavaScript

Figma, Miro

Adobe Express, InDesign, After Effects, Premier Pro

Unity

Design/Research

Wireframes

UI Design

Prototyping

User Interviews

Journey Maps

Observations

User Personas

Card Sorting

Customer Service

Current Status

Currently working in temporary roles through an employment agency

Example University Projects

Good Things Gifts – Web Design

A group UX project working with a real ecommerce client to improve their website and support their social media strategy.

- Met with the client to understand their goals, ethos, target market and brand
- Conducted user observations and listened to feedback to identify insights into user preferences and pain points
- Used data supplied by the client to provide insight into their customers to create user personas and user journeys
- Reviewed the layout and accessibility of the website to identify improvements
- Created wireframes and prototypes on Figma
- Optimised the drop-down menus, making navigation more engaging and efficient
- The final design solution proposed a more streamlined layout with a restructured Navbar. This was accepted by the client, and is still live on their website

Study Buddy – Phone App

An interaction design project that aims to help students focus on their studies and identify a solution to help manage their time

- Conducted interviews to discover insights into experiences, habits and concerns.
- Used the data collected to develop a solution
- Designed a prototype app on Figma featuring automatic disablement of their phone at pre-selected times, goal setting, ability to take photos, set time slots and a 'leaderboard' to share personal goals achieved

Foodzy – Phone App

A group project to devise a solution to encourage sustainable food choices for students on campus

- Conducted user interviews to gather insights into current student food shopping behaviours and points of view on sustainability
- Produced interview transcripts for analysis and used data matrixes to identify common themes (cost and convenience), present findings to stakeholders
- Created user personas and journey maps on Figma to encapsulate student food shopping behaviours and highlight opportunities for improvement
- Designed wireframes and prototypes on Figma for a practical phone app giving food options to meet students' needs/preferences and sustainability information

Previous work experience

Bar Supervisor (Bristol Rovers Football Club) October 2023 to August 2024

Ensuring the smooth running of the bar, serving drinks and dealing with customer queries.

Administrator/ Receptionist (Oakley Health Group) June 2021 to Sept 2022

Checking in patients, making appointments, updating the clinical system, dealing with patient queries, passing on messages, taking receipt of deliveries and processing prescriptions.