

# Matthew Charles



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Enthusiastic and aspiring junior web designer with a strong passion for creating interesting and engaging web design. Curious about digital media and eager to solve design challenges. Eager to learn, grow and contribute positively to digital media projects.

## Education

### BSc (Hons) Digital Media

September 2021 – May 2024

University of West England

Bristol

Grade – 2:1

## A levels

Sept 2018 – July 2020

The Sixth Form College  
Farnborough

Business Studies (B) History (B)  
Biology (C)

## GCSEs

Sept 2013 – June 2018

Calthorpe Park School  
Achieving 9 grades 8 - 5,  
Graphic Design (B)

## Skills

Adobe Express, InDesign,  
Illustrator, Photoshop

Figma, Miro

HTML, CSS, JavaScript

Graphic design

Attention to detail

Collaboration

Customer Service

Communication

Adaptable

## Fala Ltd

Bench Engineer (initially temporary, permanent from June 2025)

December 2024 – present

- Working in a team diagnosing faults, repairing and refurbishing handheld barcode scanners, quality control testing, ensuring consistency and high standards

## Good things Gifts (university web project for a real client)

UX designer and Instagram Account Manager Sept 2023 – June 2024

The project brief was to improve the user experience of the client's website and manage their social media leading up to Christmas.

- Identified pain points through conducting user observations and obtaining feedback from interviews of their website
- Presented findings and potential solutions to the client
- Redesigned the navigation bar on Figma to optimise drop-down menus and improve customer experience. The improved navigation bar is still live on their website
- **Results** - search sales increased by 38%, conversion rate increased by 11% and sales increased by 18%
- Created content and posted on the client's Instagram and derived actionable insights to optimize future campaigns

## Casual work

### Bristol Rovers FC (Oct 2023 – Aug 2024)

Bar and shift supervisor, serving drinks and dealing with customers

### Oakley Health Group (Uni summer holidays 2021 and 2022)

Front desk receptionist, dealing with queries, bookings and updating patient records.

## University Design projects

- Photo editing, video editing and graphic design using Adobe in most projects to create assets
- Interaction design project creating a solution to support students with mobile phone addiction to stay focused on their studies
- Web development project for an online event ticketing website to purchase tickets and track orders
- Proposed design recommendations for a phone app on student food shopping habits to promote sustainable food choices
- Designed a hands-on museum experience focused on engaging young audiences through interactive activities
- Created and designed a new board game, developing assets and user testing
- Created a short film 3D animation, including infographic video, using Adobe After Effects to create engaging text and shape animation to display information