

Matt D Woodman [MISTD]

August 2021

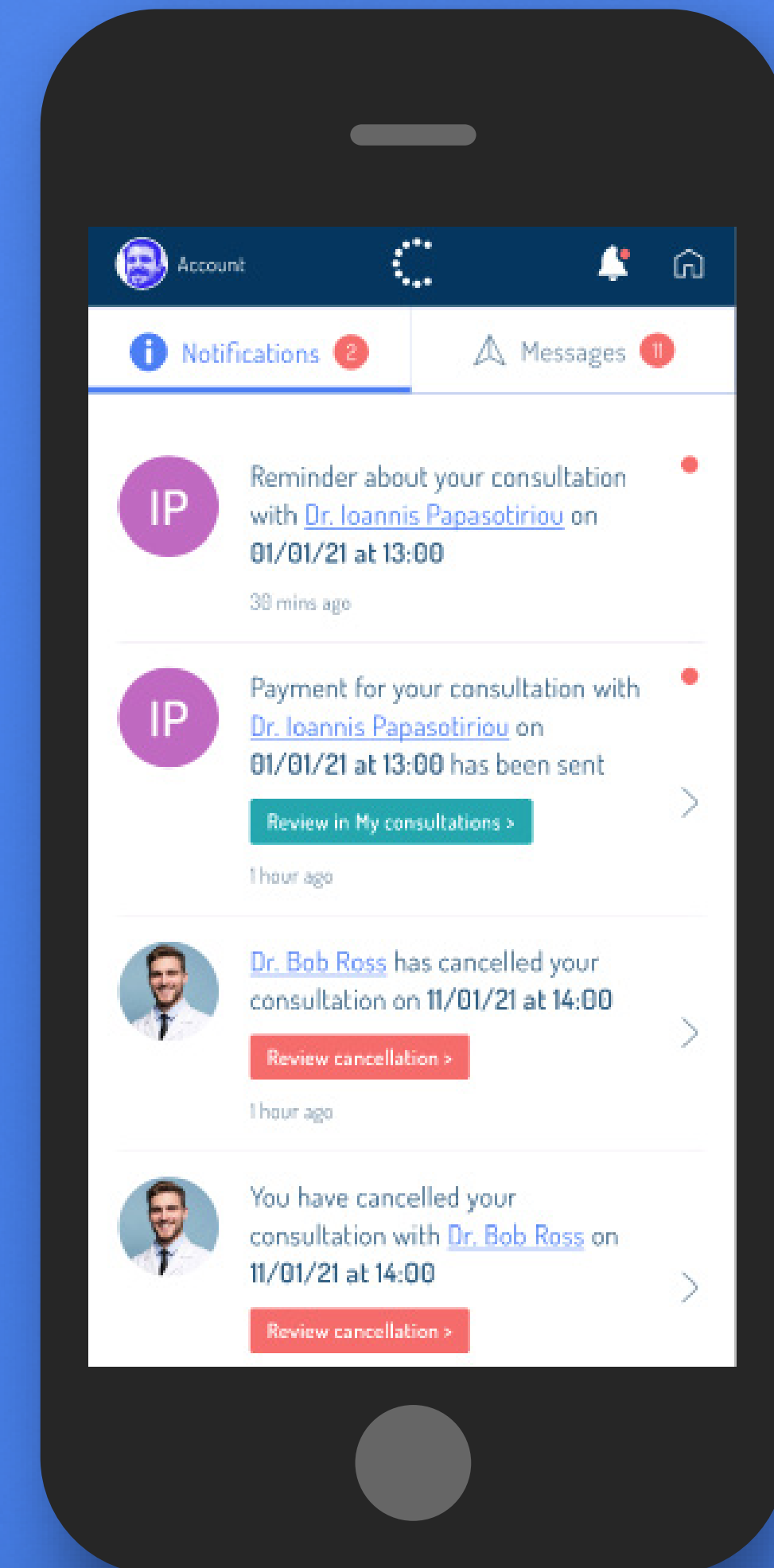
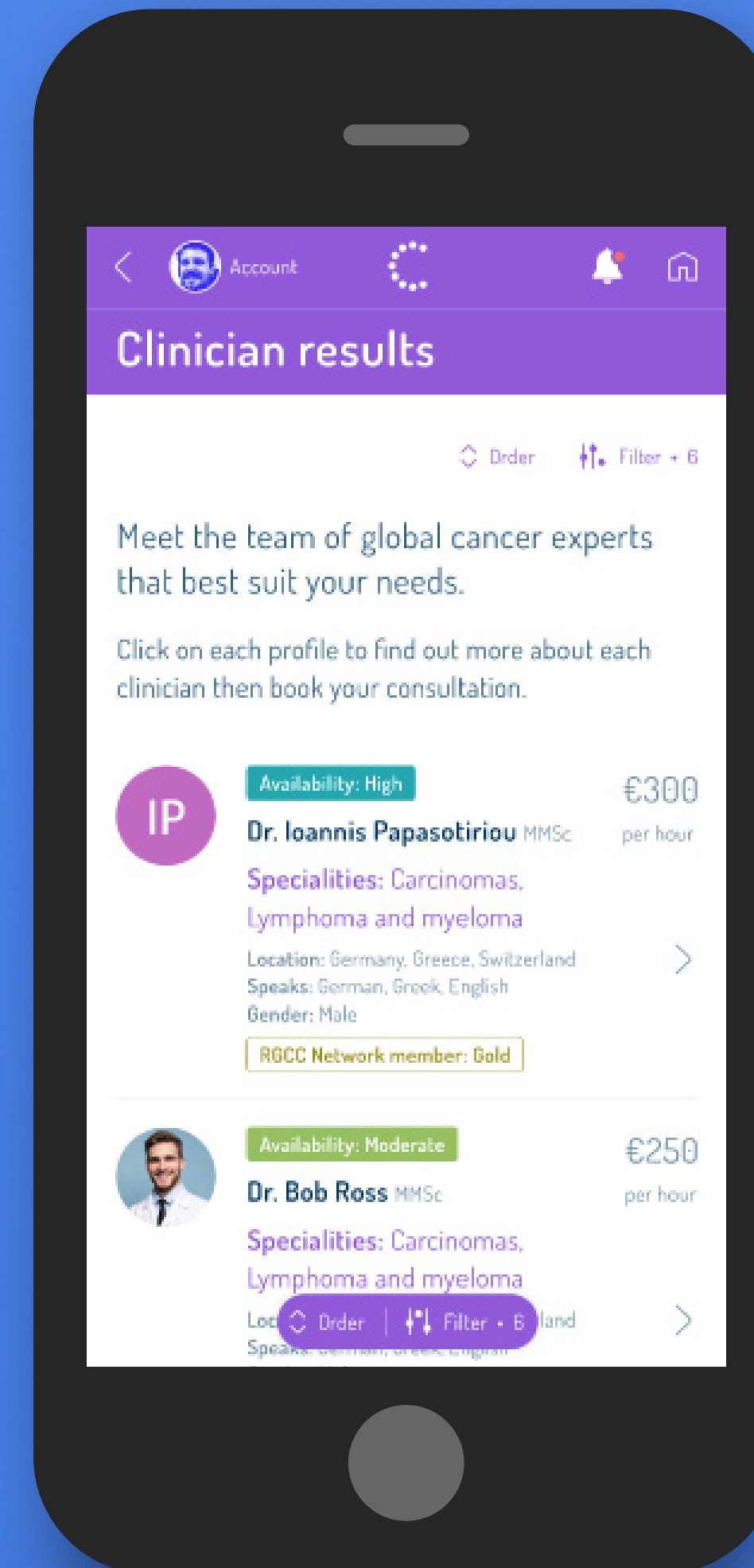
Cancer A-Z

RGCC Group

Source: The Group of Seven

Role: Native app digital design, UX, animation & project management

Consumer focussed native mobile app, available free to download from [Google Play](#) and [Apple App](#) Stores, providing information on; cancer types, causes, symptoms, diagnosis and treatments from world-leading cancer experts [RGCC Group](#). Currently in phase II development for patient to clinician direct consultations.



The Cornerman

↳ The Bristol Cable

Source: Freelance

Role: Digital design, infographics & branding

True crime docu-series microsite produced in collaboration with [The Bristol Cable](#) and The Guardian's Michael Gillard. Shortlisted for a 2019 British Journalism Award in [Crime & Legal Affairs](#) (competing against national press outlets) and nominated for a 2019 Drum Online Media Award for [Investigative Journalism](#).



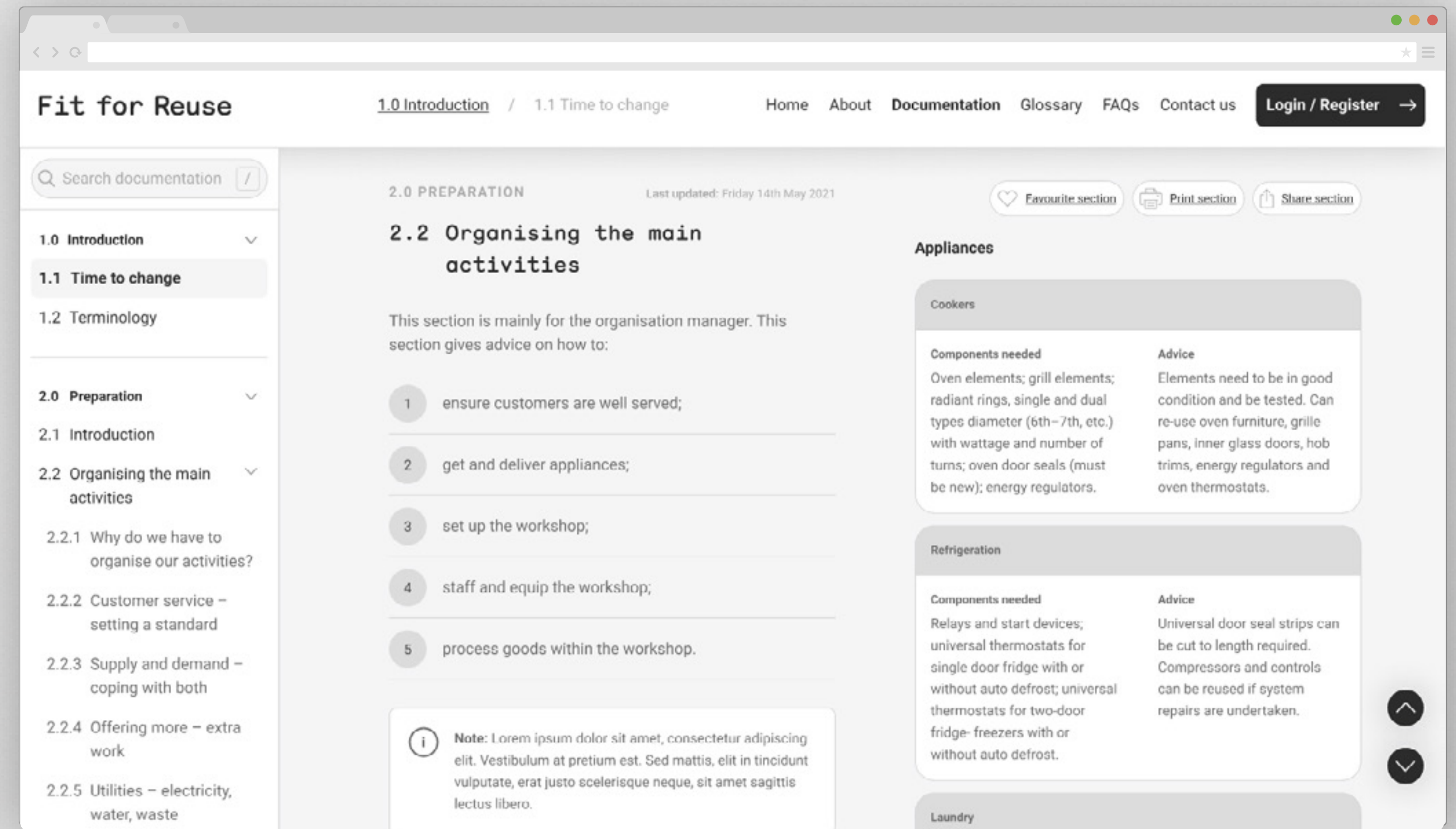
Fit for Reuse

Reuse Network

Source: The Group of Seven

Role: UX mapping, wireframing & digital design

High fidelity wireframe and principal UX personas used to successfully pitch a digital product as supplementary solution to a print-centric client brief. Fit for Reuse online documentation will become the industry standard guidebook for WEE (Waste Electrical Equipment) refurbishments to a consumer market.



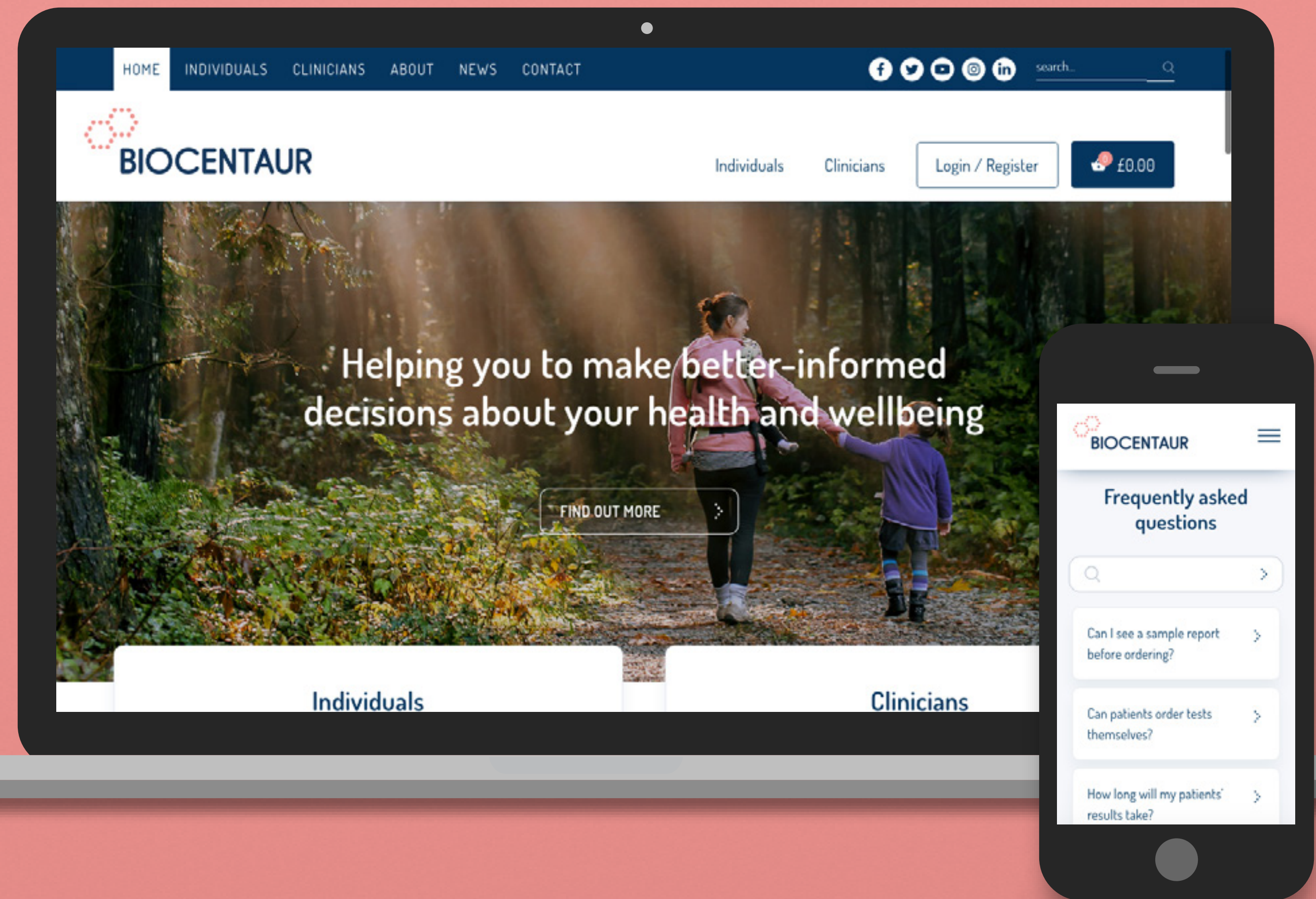
Biocentaur

→ **RGCC Group**

Source: The Group of Seven

Role: UX, eCommerce, project management, QA & digital design

Ecommerce store for consumer marketed advanced genetic health tests, providing individuals with the information they need to make better-informed decisions about their health and wellbeing.



Refugee returns

↳ The Syria Campaign

Source: Freelance

Role: Digital design & infographics

Single page microsite design for global human rights advocacy group supporting Syrian civilians in the struggle for freedom and democracy.



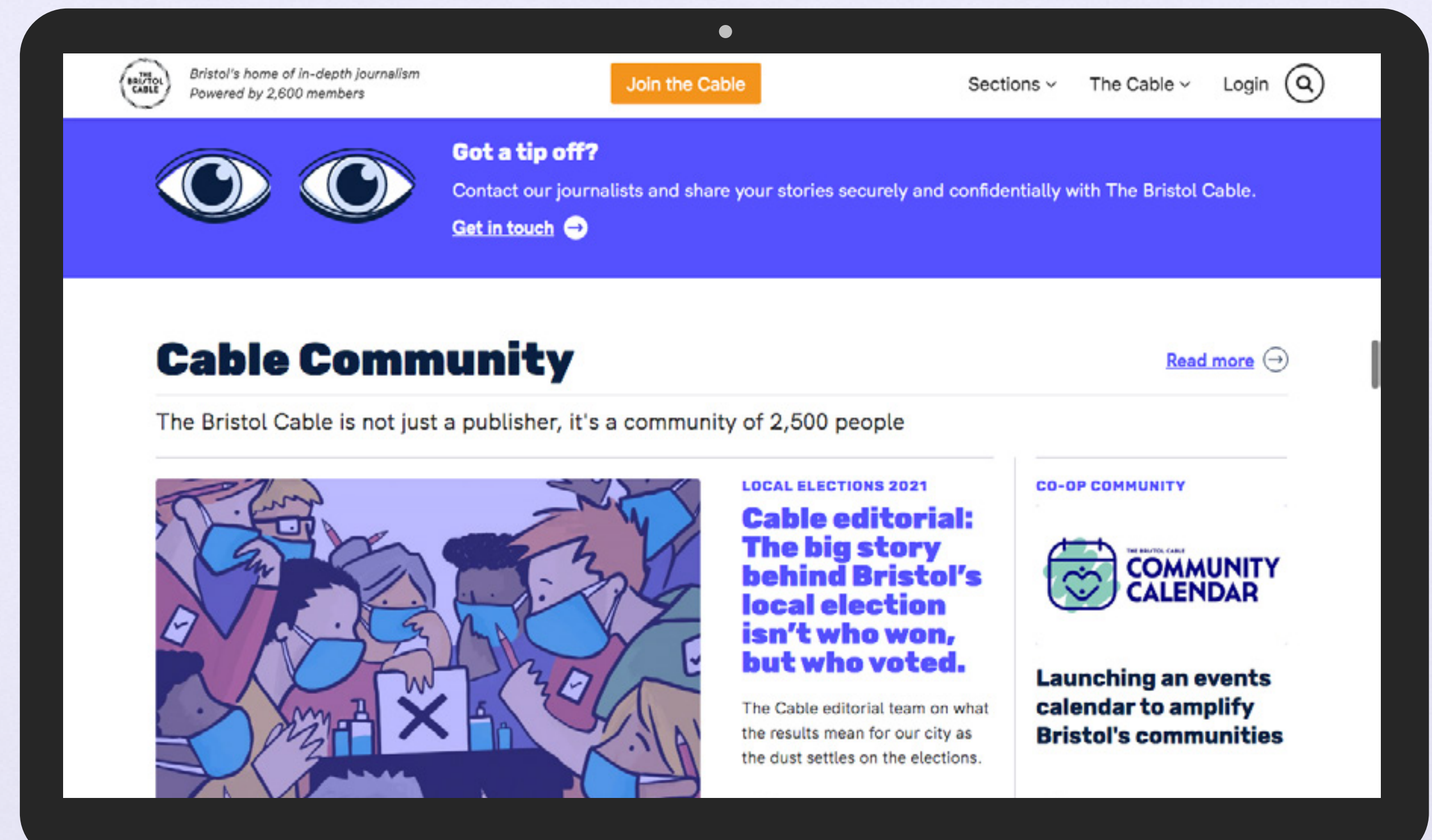
The Bristol Cable

Source: Freelance

Role: Digital design, illustration and UX

Website homepage redesign for Bristol's pioneering independent media co-operative, produced by and for the voices of Bristol. Their aim is to redefine media via democratic ownership – claiming it back from big corporation – and working on the fundamental principles that investigative journalism should be; inclusive, relevant and reporting: impartial.

[View prototype](#)



Reuse Network

Source: The Group of Seven

Role: Digital design, conversion targets & UX

Reuse Network is a nationwide collective of furniture, refurb and charity stores working in collaboration to reduce poverty, tackle landfill waste and provide affordable furnishings to low-income households in their communities. Homepage redesign retrofitted with improved UX to increase network membership conversion alongside digitised membership forms.

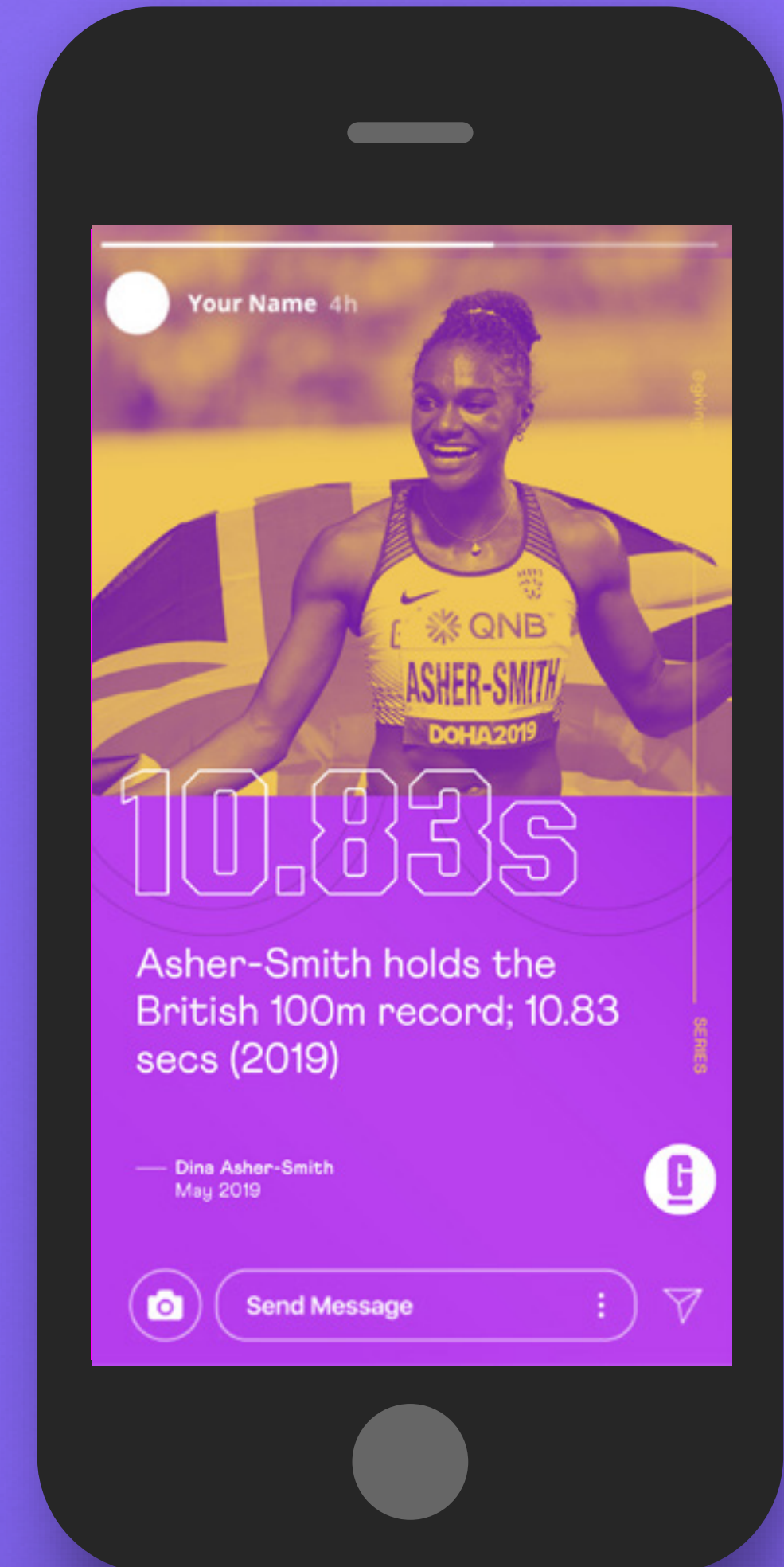


Giving the Game Away

Source: Freelance

Role: Digital design, social templates & branding

Rebrand (launch TBC) of sporting podcast focussing on mental performance in elite-level competitions. Giving the Game Away required a new brand mark, judicious selection of typography, a brand colour palette and a suite of editable Photoshop templates for posting daily Instagram content.

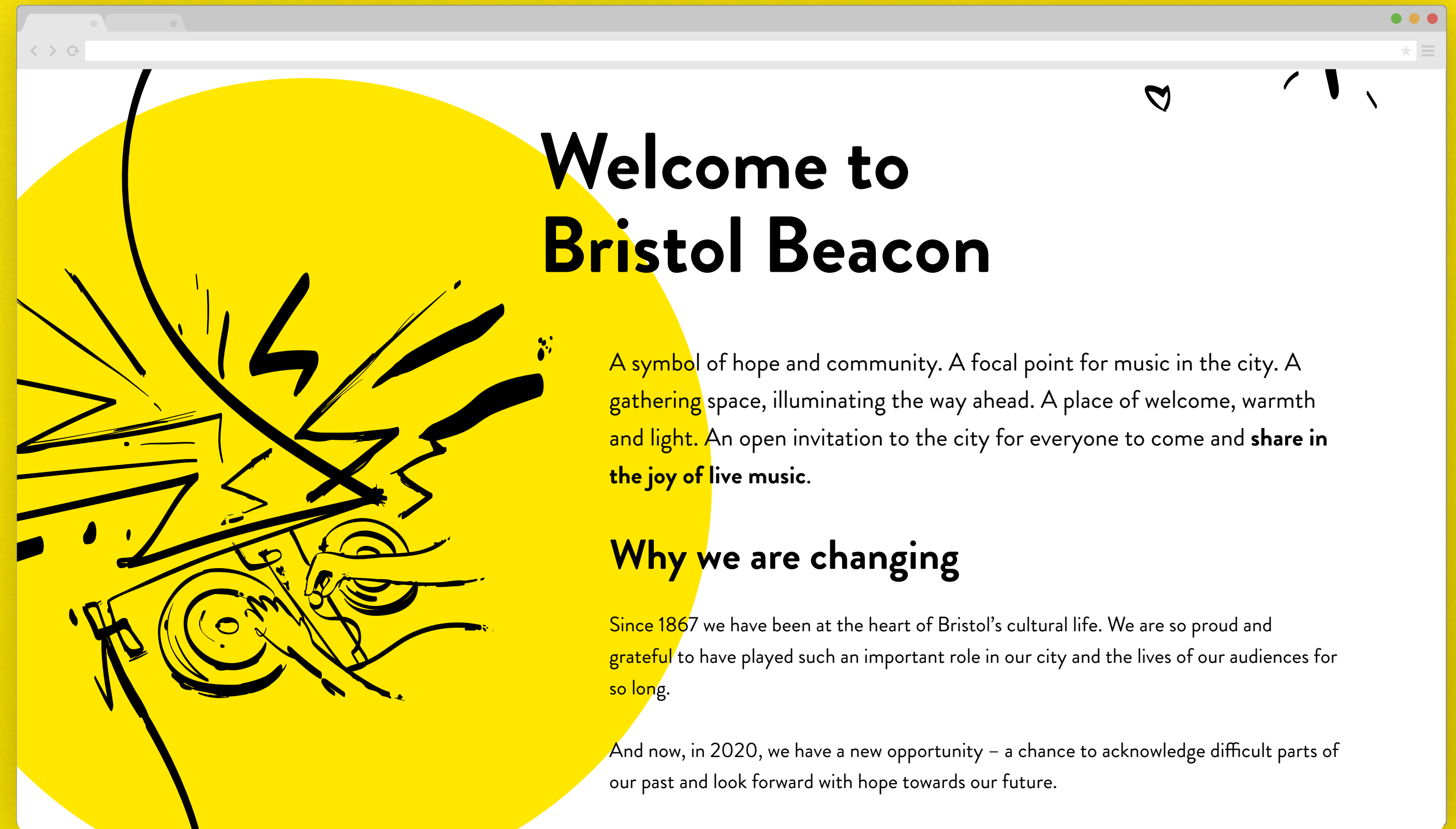


Transformation

↪ Bristol Beacon

Source: The Group of Seven
Role: Digital design, microsite

On Wednesday 23 September 2020 Colston Hall changed its name to [Bristol Beacon](#). The landmark announcement was streamed live, via a temporary single page microsite, to an onlooking nation (and world!) – the event thrown into the spotlight by the toppling of Edward Colston’s statue some months prior. A new brand had not yet been finalised and therefore the interim renaming campaign required subtlety so as not to appear a fait accompli.



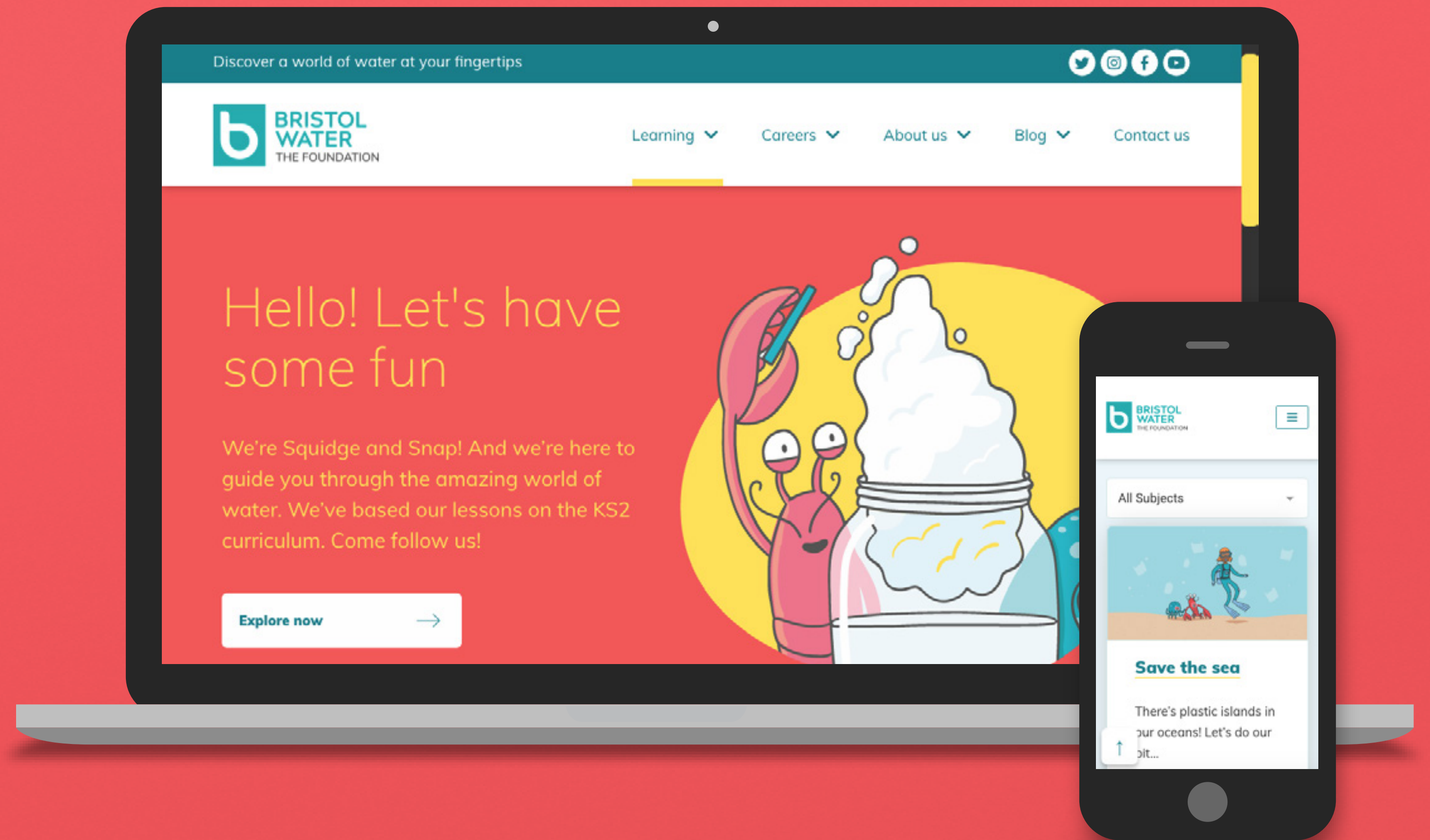
The Foundation

↳ Bristol Water

Source: The Group of Seven

Role: Digital design and web development

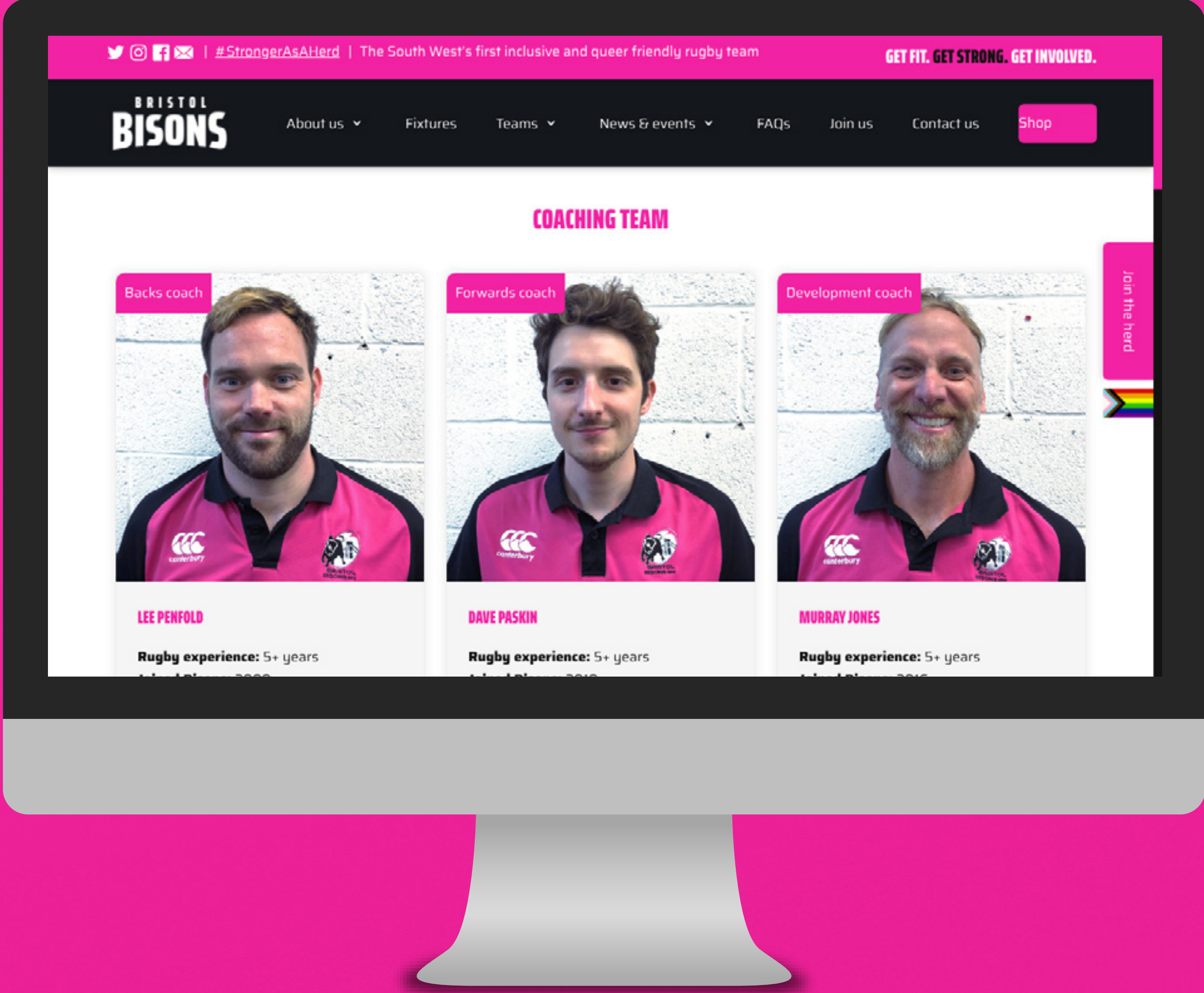
Design and web build of Bristol Water's premier water-based educational and careers resource hub. The Foundation taps into key environmental issues regarding water efficiency and reduction of plastic waste with a playful reimagining of the Bristol Water corporate identity.



Bristol Bisons

Source: Freelance
Role: Digital design, branding and web development

Bristol Bisons RFC are the South West’s first inclusive and queer friendly rugby club. They provide access to sport without prejudice on the basis of; age, ability, experience, race or sexual orientation. The identity refresh modernises the club’s proposition, whilst retaining its core principles and making a statement of intent for the future of inclusive rugby in Bristol.





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