



**Matt D Woodman** <sup>[MISTD]</sup> is an adept, versatile and ethically conscientious creative with a keen eye for fine detail and hunger for new skills. He loves thrilling clients with innovative solutions, hummus, pedalling inane trivia and also enjoys writing lists that refer to himself in the third person.

## Personal

(He/Him)  
04 - 04 - 1990

1 Foss Court  
Summerhill Road  
Bristol BS5 8HF  
United Kingdom



## Experience

**Atomic Smash** [Sept. 2021 - present]  
Temple Studios, Bristol, BS1 6QA  
*Insights UX/UI Designer*

- Design and delivery of data-driven [Insights service](#)
- **Strategic direction:** business goals and objectives; content strategy; SEO and keyword analysis; competitor research; client-side interviews; monthly reporting and Executive Summaries.
  - **User behaviour:** A/B testing; remote unmoderated user testing; on-site surveys; heatmaps and session recordings; scroll and click tracking; user flow charts; user personas and empathy maps; UX review and enhancement; on-site search query analysis; GA4 path explorations and exit page tracking.
  - **Data and optimisation:** enhanced GA4, GTM and event tracking setup; data capture strategy and conversion metrics; data interpretation; bespoke Looker Studio dashboard building; conversion, checkout and form optimisation; conversion funnel visualisations; form abandonment tracking; Google Roll-Up configuration.
  - **Technical:** page speed and website performance; Core Web Vitals; uptime reporting; broken link reports; technical SEO; accessibility audits; cross device, browser and platform testing.

**Bristol Creative Industries Internship Programme,**  
Atomic Smash [summer 2023] — *Design Mentor and Coordinator*

**Sustainability Working Group, Atomic Smash**  
[2022 - present] — *securing BCorp accreditation*



**The Group of Seven** [Sept. 2014 - Sept. 2021]  
Paintworks, Bristol, BS4 3EH  
*Junior Designer to Digital Manager and UX/UI Designer*



**Shift Active Media** [Mar. 2014]  
Bath, BA2 4SA — 2 week internship



**Positive Digital Agency** [Aug. - Sept. 2013]  
Paintworks, Bristol, BS4 3EH — 7 week internship



## Awards

**Best Digital Design Award, Sparkies**  
Atomic Smash [2022]

**Elected with Merit to the International Society of Typographic Designers [ISTD], in recognition of typographic achievement** [Apr. 2014]

Publication '*Homely But Not At Home*' satisfying membership criteria as judged by a panel of industry professionals

## Skills

- Highly experienced using Adobe Creative Suite applications, Figma, Google Analytics (GA4), Google Tag Manager and some Microsoft Office
- Skilled in semantic HTML, PHP, vanilla JavaScript, CSS/SASS and some RegEx
- WordPress and WooCommerce native
- Accessibility and inclusivity advocate, manual accessibility auditing
- Sustainability conscientious, technical SEO reporting
- Data-driven UX strategy
- Strong teamwork/collaboration skills
- Engaged in the Bristol Tech and Design communities
- Strong communication, presentation, numeracy and literacy skills
- Full, clean UK car and motorcycle driving licenses

## Education

**BA[Hons] Graphic Design** [2011 - 2014]  
University of the West of England, BS3 2JT

## Recreation

- Member of *Bristol Bisons RFC* — the South West's first inclusive rugby club

Employment references  
available upon request

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