

MATTPMOLLOY



UX, UI, PRODUCT DESIGN, BRANDING.

Craft seamless digital experiences to elevate brands. Specialising in UX, UI, Product Design, and Branding, partnering with forward-thinking businesses who understand the power of design to shape the future.

Portfolio:

www.mattmolloy.uk



Footasylum

Lead UX Designer

With over 65 stores across the UK, e-commerce site and app, Footasylum was established back in 2005 and has made a name for itself as one of the leading retailers of fashion streetwear and sportswear.

In my near 10 years of work at Footasylum, I've been involved in various touch points across the business from managing creative campaigns, developing loyalty initiatives and helping to launch a Youtube channel which now boast well over 2million subscribers.

Through my 6 years in the Footasylum UX Design team, I have helped to drive and deliver key digital projects and to help develop and progress the UX strategy within the E-commerce team.

With 1 key motive in mind - To create a best in class digital experience for our consumers, my day to day role takes many forms. Primarily being involved in key UX projects which involves building out project plans (through Monday.com) hosting key project workshops with stakeholders, building out and managing sprints and working with internal and external teams to ensure delivery can be met.

Responsibilities:

- Developing the UX Road map
- Building project plans through Monday.com
- Managing the internal experimentation plan (through Monetate)
- Project kick offs, mind maps, wire framing and ideation (through Miro)
- Creating High & low fidelity wireframes
- Creating in-depth working prototypes
- Developing and hosting In house User labs
- Refining and defining purchase journey
- Mobile app design
- Developing clear design systems
- Developing UI Kits
- UX Research / User testing
- Answering briefs and meeting deadlines
- Liaising and presenting to key stakeholders within the business
- Liaising with internal and external Developers and agencies

Viddyoze

Viddyoze.com

Make Scroll-Stopping Videos In Just 3 Clicks

Bring your ideas to life with just a few clicks - even if you've never made videos before!

Senior UX Designer

Viddyoze was born 7 years ago with one simple vision in mind, bringing high end customisable 3D video animations to the masses, no matter what your capabilities. Opening the doors for businesses of all sizes to market their brands with amazing video content. This is all done through their web base platform, which is easy and accessible.

Following the on going success of the business, in 2021 the founders set out a new vision to once again revolutionise the way in which business use video to market their businesses. Whilst the current platform provides assets which can be added to videos, they envisioned a new platform which could not only produce end to end marketing video for the users, but auto generate this content based on simple data fields gathered from the users during onboarding to the platform.

I was approach by Viddyoze to join the team towards late 2021, to help translate the vision of the founders into achieve goals and to take their ideas and develop them into a product that would tailored to their target audience.

Responsibilities:

- Developing the UX Road map
- Building project plans based on key deadlines
- Working with developers on key sprints stages
- Full conceptualisation from initial ideas through to in-depth working prototypes
- Building project plans through Asana
- In-depth user flow development using Miro
- Basic level insights using Hotjar
- Project kick offs, mind maps, wire framing and ideation (through Miro)
- Creating High & low fidelity wireframes
- Creating in-depth working prototypes
- Refining and defining purchase journeys
- Developing clear design systems
- Developing UI Kits
- UX Research / User testing
- Answering briefs and meeting deadlines
- Liaising and presenting to key stakeholders within the business
- Liaising with internal and external Developers and agencies

Footasylum - Time employed 5 Years

With over 65 stores across the UK, e-commerce site and app, Footasylum was established back in 2005 and has made a name for itself as one of the leading retailers of fashion streetwear and sportswear.

UX Manager

Dates Employed Jan 2021 – Jan 2022

Employment Duration 1y 9m

Having been with Footasylum for going on 5 years, I've been involved in various touch points across the business from

Whilst managing the UX team, I am also heavily involved in the design process and own and selection of key projects within the UX roadmap.

Responsibilities:

- Managing and guiding the UX team
- Developing the UX Road map
- Building project plans through Monday.com
- Managing the internal experimentation plan (through Monetate)
- Ensuring team members are hitting key targets
- Project kick offs, mind maps, wire framing and ideation (through Miro)
- Creating High & low fidelity wireframes
- Creating in-depth working prototypes
- Developing and hosting In house User labs
- Refining and defining purchase journey
- Mobile app design
- Developing clear design systems
- Developing UI Kits
- UX Research / User testing
- Answering briefs and meeting deadlines
- Liaising and presenting to key stakeholders within the business
- Liaising with internal and external Developers and agencies

Senior UX Designer

Dates Employed

Apr 2019 – Jan 2021

Employment Duration

1y 9m

Responsibilities:

- Refining purchase journey
- Mobile app design
- Developing clear design systems
- Concepting UI Kits
- Creative branded landing pages
- UX Research / User testing
- Updating brand guidelines
- Answering briefs and meeting deadlines
- Liaising with senior members outside of the design team
- Liaising with Developers, UX Researchers, Data Analysts & Copy Writers
- Presenting work to key stakeholders within the business

Creative Direction Lead

Dates Employed

Jul 2018 – Apr 2019

Employment Duration

1y

Responsibilities:

- Concept creative campaigns for brands such as Nike, Adidas & Converse
- Art Directing creative campaigns
- Developing Creative campaign rollout plans
- Developing clear design systems
- Creative branded landing pages
- Working with junior designers to develop campaign assets
- Answering briefs and meeting deadlines
- Liaising with senior members
- Presenting work to key stakeholders within the business

Web / Digital designer

Dates Employed
Aug 2016 – Jul 2018
Employment Duration
2yrs

Responsibilities:

- Developing clear design systems
- Working with developers to implement design
- Concepting UI Kits
- Creative branded landing pages
- Concept and implementing creative campaign through the site
- Answering briefs and meeting deadlines
- Liaising with senior members

Employment at moocreations LTD

Time employed 4 years 6 Months

Moocreations provides a truly integrated creative and marketing consultancy service, enabling clients to realise marketing goals and objectives by working as a responsive business partner alongside companys, departments or individuals.

Middleweight Graphic Designer

Dates Employed
Aug 2015 – Mar 2016
Employment Duration
8 mos

Graphic Designer

Dates Employed
Jan 2012 – Aug 2015
Employment Duration
3 yrs 8 mos

Matt P Molloy - Portfolio

mattmolloy.uk

Hobbies

Wakeboarding | Cycling | Running | Keen enthusiast of agriculture | Weekend milk relief local dairy farm) | Clay Shooting

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