



# Mat Klicz

With over a decade of experience, I've worked across a range of industries—from music and tech to entertainment and fintech. I specialise in UI, branding, and creative direction. I thrive in cross-functional teams, solving design problems with clarity and purpose.

## Experience

### ROXi.tv

June 2021 - Present  
(3 years 11 months)

Full-time London/Krakow

#### Head Of Design

Leading design across product, brand, and marketing. Managing and mentoring a small design team while defining and evolving the platform's visual language and user experience. Collaborating with leadership, engineers, and content teams to align creative direction with strategic goals. Overseeing the development of features, campaigns, and design systems to deliver a cohesive and engaging user experience across all touchpoints. Actively integrating AI-assisted workflows across design and engineering, including code-assisted prototyping, image generation, and video exploration, to accelerate iteration and streamline cross-functional collaboration.

### M&C Saatchi London

November 2019 - May 2021  
(1 year 7 months)

Contract London

#### UI Designer

Worked across multiple charity and non-profit clients in a client-facing role. Supported digital campaigns and platform design with a focus on accessibility and user clarity. Collaborated closely with UX, development, and project management teams to deliver effective, user-centred solutions. Contributed to concept development, iteration, and refinement of digital experiences—ensuring alignment with campaign goals, audience needs, and stakeholder expectations.

### GVC Group

July 2018 - August 2019  
(1 year 2 months)

Contract London

#### Global Visual Designer

Collaborating with multiple global betting and casino brands within GVC. Part of an external team brought in to help run a full brand rollout, with a focus on bwin. Worked closely with leadership, design, CRM, product, acquisition, and marketing teams across the group to support brand activation and ensure alignment across touchpoints. Led the identity rollout and contributed to the development and refinement of promotional campaigns and product features—enhancing engagement and user experience across sportsbook and casino platforms.

### smp - Simpson Mahoney Parrock

March 2018 - May 2018  
(3 months)

Contract London

#### Freelance Graphic Designer

Freelance design support across social, digital, and web projects. Contributing to creative output for major accounts including Western Digital and SanDisk. Collaborating with in-house teams to deliver campaign assets, interface designs, and visual content across multiple platforms on a flexible, project-by-project basis.

### Geometry Global

October 2017 - December 2017  
(3 months)

Contract London

#### Freelance Graphic Designer

UX and visual design for Glo's consumer portal, supporting the launch of its heat-not-burn tobacco product. Delivered user flows and interface designs aligned with the brand's premium positioning, in close collaboration with strategy and dev teams.

### ditto.tv

March 2016 - August 2017  
(1 year 6 months)

Contract London

#### Senior Graphic Designer

Overseeing the visual direction across all projects, including campaign creative, digital and print advertising, brand identity development, UX, and web design. Also responsible for outsourcing and managing an external development team. Key clients included Thomson Reuters, KX, and BATS.

### Freelance & Contract Projects

2014-2016  
(2 months)

Contracts London

#### Freelance Graphic Designer

Selected freelance and contract work across 2014-2016. Short-term design support across digital and print, working with agencies and studios in advertising, healthcare, lifestyle, and entertainment. Projects included UI design, marketing campaigns, social content, and brand support.

#### Studios & Agencies included:

- Kish and Chips – Designed a promotional website and UI concepts for an electric scooter brand
- Frukt – Designed a trade engagement toolkit for LD, a cigarette brand
- McCann Healthcare – Visual pitch support for pharmaceutical campaigns
- Them London – Print work for Hudgell, Vision Express, and Acuvue
- FCB Inferno – Redesigned the test-drive section of a car brand's website, improving flow and clarity through streamlined UX
- Kitcatt Nohr – Banner storyboarding for Delta Air Lines and email design for a TV & broadband provider
- WCRS – UI and visual refinements for Sky
- Base One – Leaflets and marketing materials for PayPal and Vodafone

### Holler (Leo Burnett Group)

June 2014 - October 2014  
(5 month)

Full-time London

#### Digital Designer

Created social media visuals for brands including Mercedes, Now TV, Max Factor, and RNLI. Focused on campaign alignment, platform-specific formats, and visually impactful content tailored for engagement.

### Leo Burnett Group

September 2013 - October 2014  
(1 year 2 months)

Full-time London

#### Digital Designer

My first agency role, where I cut my teeth on digital advertising for a wide range of clients including Max Factor, P&G, Pfizer, Always, Aussie, Amnesty International, Nexium, Carte Noire, and The Outnet. I contributed to the design of digital campaigns across banners, social content, and promotional assets—gaining hands-on experience in fast-paced creative production and learning the value of sharp ideas, tight deadlines, and solid teamwork.

### Sandals Resorts

December 2012 - March 2013  
(4 months)

Full-time London

#### Graphic Designer

In-house creation of online and offline marketing communications for Sandals Resorts. Delivered a range of materials—from digital assets and social content to print collateral—ensuring brand consistency and supporting campaign objectives across channels.

### Printing.com

March 2012 - September 2012  
(7 months)

Full-time London

#### Graphic Designer

My first design role, where I gained hands-on experience with both print and digital production. Worked on a wide variety of projects including hoardings, brochures, websites, leaflets, shop banners, car livery, and floor plans. It was a steep learning curve that gave me a solid grounding in layout, pre-press, and practical design for real-world applications.

### off.unit

June 2010 - September 2012  
(2 years 4 months)

London

#### Graphic Designer

A collaborative venture with a fellow student, off.unit involved a series of small design projects. We created logos and developed a website for colleagues in our fine art course, and designed a booklet for Cygnet Hospital in Beckton—providing valuable hands-on experience in branding and print design.

## Education

### University of East London

June 2010 - September 2012

#### BA (Hons) Graphic Design – First Class

Studied a broad range of design disciplines with a focus on visual communication, typography, and digital media. Developed a strong foundation in conceptual thinking, design systems, and practical execution. Co-founded off.unit, a self-initiated studio with a fellow student, taking on freelance projects including branding, web design, and a printed booklet for Cygnet Hospital in Beckton. This hands-on experience alongside academic work helped shape my practical approach and collaborative mindset.

## How I work

- Experienced in client communication and building lasting working relationships
- Skilled at managing creative teams and collaborating with external partners
- Confident working with senior management and cross-functional teams
- Supportive leadership style—focused on clarity, collaboration, and creative autonomy
- Calm, focused, and considered in the workplace
- Sociable and confident in group settings and events
- Comfortable navigating ambiguity and solving problems with a practical, design-led approach
- Able to present ideas clearly to both creative and non-creative audiences

## Software & skills

### Design & Prototyping

Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign

### Motion & Video

After Effects, Logic Pro, Audition

### Web & Handoff

Zepelin, Webflow, HTML, CSS

### Collaboration

Jira, Slack, Miro, Figma

### AI-assisted workflows

CodeX, Claude (code & prototyping), Firefly, Midjourney, Nano Banana (image generation), Hailuo, Veo (video & motion ideation)