

Matt Bubear-Craemer

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Portfolio: mattbc.co.za



Profile

NAME

Matthew Bubear-Craemer

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ID NUMBER

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Bio

I'm a creative thinker and problem solver with a hunger to learn, evolve and advance. My passion lies in taking an idea and building an experience for the customer, both graphically and functionally. I enjoy working independently as well as part of a cohesive team.

Education

DESCRIPTION	INSTITUTION	PERIOD
UX Design Short Course	GetSmarter	2016
eCommerce Short Course	UNISA	2014
PHP Short Course	UNISA	2013
Tertiary (Apprenticeship)	Media Productions	1998
Secondary (Matric)	Muizenberg High	1997

Work Experience

TITLE Digital Marketing Specialist **PERIOD** March 2024 – Feb 2026 (Contract) **COMPANY** MultiChoice – SHOWMAX

JOB DESCRIPTION

- Designing UI artwork (in Figma) taken from brief to completion and development handover.
- Maintaining the client's Figma environment according to established templates and page management guidelines.
- Authoring and maintaining multiple company website pages across several regions within the parent company's proprietary CMS.
- Ensuring best practices in web design, UI/UX trends and accessibility.
- Attending client UX interviews, analysing findings and implementing UX changes based on interview results.
- Testing, iterating and applying new user journeys based on customer feedback.
- Applying and managing the client's design system.
- Liaising with Management and multiple Marketing, Development and Production teams.
- Creating and managing ClickUp tickets for workflow tracking.

REFERENCE
Virgil Bukevičius (CRO Product Manager) | +370 673 26287

TITLE Graphic Designer **PERIOD** November 2023 – March 2024 (3-month contract) **COMPANY** thinkspace

JOB DESCRIPTION

- Design of marketing communications and promotional material.
- Digital image editing – interior and exterior architecture.
- Maintaining company website and social media platforms.

REFERENCE
Guido Tagge (Design Director) | +27 (0) 21 300 6677

TITLE UI/UX Designer & Project Manager **PERIOD** November 2022 – May 2023 **COMPANY** Keystone Consulting – SHOWMAX

JOB DESCRIPTION

- Designing UI artwork (in Figma) taken from brief to completion and development handover.
- Maintaining the client's Figma environment according to established templates and page management guidelines.
- Ensuring best practices in web design, UI/UX trends and accessibility.
- Applying and managing the client's design system.
- Liaising with Management and multiple Marketing, Development and Production teams.
- Managing developers in terms of work allocation and time management.
- Creating and managing Phabricator tickets for workflow tracking.

REFERENCE
Virgil Bukevičius (CRO Product Manager) | +370 673 26287

TITLE	PERIOD	COMPANY
Front-end Developer	January 2022 – November 2022	Keystone Consulting – SHOWMAX

JOB DESCRIPTION

- Utilizing HTML/CSS and email marketing best practices to create and code interactive experiences for email.
 - Contributing to the continued evolution of the CVM brand.
 - Applying the best practices in email development, email compliance regulations and accessibility.
 - The setting up, testing and launching of complex email campaigns with dynamic content and Push, Inapp and Content Card messaging.
 - Executing email campaigns with a heavy emphasis on the customer experience, testing and managing deadlines with clients.
 - Performing QA, ensuring consistent rendering across browsers, ESPs and devices.
 - Troubleshooting HTML, CSS and other performance issues.
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TITLE	PERIOD	COMPANY
Lead Designer (Freelance)	June 2003 – December 2019	Neogek Web & Graphic Design
Lead Designer (Fulltime)	January 2020 – Present	

JOB DESCRIPTION

- Digitising print artwork using html and css.
 - Typesetting books and journals.
 - Building company websites using html, css and WordPress.
 - Designing graphic artwork taken from brief to completion, including company branding and marketing material.
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TITLE	PERIOD	COMPANY
UI/UX Designer	June 2017 – December 2019	Juta and Company

JOB DESCRIPTION

- Responsible for all User Interface designs both in hi-definition and wireframes.
- Building of hi-definition prototypes for testing and customer validation.
- Research and implementation of UI and UX best practice.
- Lead and facilitated a large team (13 members, including top-tier management) through the first-ever Juta-run 5-day design sprint as well as supporting workshops.
- Liaised with multiple teams (Project Management, Business Analyst, Sales and Marketing) to manage their expectations as well as deliver on their requirements.
- Mentored junior co-worker by supporting and motivating him in the completion of his web design course via internal Mentorship Programme.

REFERENCE

Richard Young (Product and Platform Development Manager) | +27 65 834 8003
Marlinee Chetty (Professional Publishing & Product Management Manager) | +27 82 677 5575

TITLE	PERIOD	COMPANY
Lead Graphic Designer	June 2010 – June 2017	Juta and Company

JOB DESCRIPTION

- Design of marketing communications and promotional material for Business Units (Corporate and product marketing material).
- Pre and post print and production processes.
- Brand Policing and custodianship of company logo and brand.
- Digital Photography and Image manipulation.

REFERENCE

Genevieve Simpson (New Materials Supervisor) | +27 83 556 8918

TITLE	PERIOD	COMPANY
Graphic Designer	October 2006 – June 2010	HomeChoice

JOB DESCRIPTION

- Designing graphic artwork taken from brief to completion including: Brochures, Flyers, Direct Mail Packages, Catalogues, Product Manuals, In-House Promotional Material.
 - Designing e-mail campaigns and creating promotional material for the company retail website and producing flash banners.
 - Designing + maintaining company intranet.
 - Liaising with Marketing, Merchandising, Web Design, Production + Repro departments.
 - Producing and verifying print-ready ISO standard PDFs of finished art.
 - Basic computer + printer troubleshooting.
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TITLE	PERIOD	COMPANY
Graphic Designer	September 2003 – September 2006	Reader's Digest

JOB DESCRIPTION

- Designing graphic artwork taken from brief to completion including: Brochures, Flyers, Direct Mail Packages, CD Covers, Labels + Inserts and Catalogues.
- In-house photography of all product material.
- Liaising with Creative Director, Music Editor, Marketing + Production departments + repro houses.
- Updating and maintaining company retail website.
- Basic computer + printer troubleshooting.

Thank you for taking the time to review my CV.
Please feel free to browse my online portfolio: mattbc.co.za