

Matthew Ratcliffe

UX/UI DESIGNER

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Portfolio:

<https://www.matthewratcliffe.com/>

PROFILE

8+ years of e-commerce & CRM experience for both batch & triggered campaigns with an expertise in marketplaces. Recent UX design graduate with a strong understanding of user-centered design principles and methodologies. Skilled in wireframing, prototyping, and conducting user research. Currently expanding my skill-set in both Front End Development and iOS Development.

SKILLS

AODA Certified
Figma/Figjam
InVision
Miro
Adobe Suite

WORKING KNOWLEDGE

HTML/CSS/JavaScript
Braze
Sketch
Zeplin

EXPERIENCE

CRM Strategist | Publicis

JUL 2021 - Present, TORONTO, ON

- Work with cross functional partners to build new creative modules across batch and triggered CRM campaigns, utilizing dynamic logic. A new design module successfully increased clicks by 8% throughout multiple testing variations. Have currently developed 4 new modules with more on the way.
- Grew Toys email CRM campaigns YoY by 396%, and push by 892%, with a combined total increase of +202% leveraging brand new email templates, copy & design modules.
- Lead the CRM strategy for multiple LOBs (ETS/FCHW/Brand/Home) for Walmart US. This involves educating marketers on CRM best practices, benchmarking, and reviewing past performance to dictate future optimizations and testing plans.
- Work across multiple accounts providing strategic consultation for Koho, Citi Bank, Popeyes, and Burger King, successfully winning more business with Publicis.

Content Lead - eCommerce Consultant | Canadian Tire

APR 2019 - 2021, TORONTO, ON

- Manage content & design for over 500 product page listings on Amazon, throughout 8 different brands. Successfully driving a total GMV of \$24 million USD with a conversion rate of 8.47%.
- Audit and lead design improvements for two Shopify stores. After audits, optimizations, and consulting with dev teams took place, our team successfully drove a YoY growth of 21% with a combined total GMV of \$3.5 million.
- Write & maintain copy decks including internal/client revisions with legal & compliance feedback.
- Lead the design & copy for all multi-channel campaigns including A/B testing for CRM, social / display, and website hero / landing page destinations.
- Research, analyze, and compile consumer insights, and competitive data to drive further revenue for our brands when compared to competitors.

EDUCATION

Codecademy | Certificate Candidate, iOS Developer

DEC 2023 - JAN 2024, TORONTO, ON

Codecademy | Certificate Candidate, Front End Engineer

DEC 2023 - JAN 2024, TORONTO, ON

BrainStation | Diploma, User Experience Design

SEP 2021 - MAY 2022, TORONTO, ON

Ontario College of Art & Design | Bachelors of Fine Arts

SEP 2008 - 2013, TORONTO, ON