

# MATT REID

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## PORTFOLIO

 behance.net/mistereid  
 linkedin.com/in/mistereid

## CONTACT

**Beacon Bay, East London, Eastern Cape, South Africa**  
**c:** 083 974 6304 | **e:** me@mattreid.co.za | **w:** hire.mattreid.co.za

TO:  
Hiring Team

FROM:  
**Matt Reid**  
Print-, UI/Web-, & Wordsmith

DATE:  
2025

### Job Ref:

Dear Hiring Team

I am excited to apply for the advertised position at your company. With over a decade of experience in branding, UI/UX, and marketing design, I have developed a versatile skill set that bridges creative innovation with business objectives, delivering impactful and user-centered design solutions.

In my previous roles, I have:

- Led complex branding projects, creating cohesive visual identities that resonate with audiences and drive engagement.
- Designed and delivered high-performing marketing assets across web, mobile, and print platforms using tools like Figma, Adobe Creative Suite, and generative AI.
- Conducted user research and testing, creating documentation and templates to guide cross-functional teams in aligning user needs with business goals.

I thrive in collaborative environments and have a proven track record of working with multi-disciplinary teams, including product managers, developers, and marketers. My ability to communicate effectively, adapt to fast-paced workflows, and incorporate emerging trends, such as AI-driven creativity, has allowed me to deliver solutions that are both innovative and results-driven.

I am eager to bring my expertise, enthusiasm, and problem-solving mindset to contribute meaningfully to your team and projects.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experience align with your goals.

Thank you for your time,

**Matt Reid**

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## EXPERIENCE

### OnceHub

March 2019 - Present



#### Marketing Design Specialist - remote position

Responsibilities include the design of: website pages; graphic assets for email campaigns, blog posts, social media posts; marketing videos; and branded collateral.

#### UI/UX Designer - remote position

Responsibilities include UX design, UI wireframing and prototyping, user testing, WCAG-compliant digital accessibility - including QA, course design, and training.

### Strategy Advertising

July 2018 - February 2019



#### Senior Graphic Designer

Responsibilities include cradle-to-grave print and web design, liaising with clients, conceptualising campaigns, and copywriting.

### XTRIDA Group

July 2016 - June 2018



#### Research & Marketing Department

The group comprised established and burgeoning subsidiaries that acted within the steel, solar, transport, and eco sectors. My role was to establish/maintain branding-, internal-, and web media. Other roles included technology & market research, and new product & IP development.

### SimonSAYS Design & Advertising

September 2012 - June 2016



#### Senior Graphic Designer

After reaching a creative ceiling, I decided to expand my skillset by joining a studio. Responsibilities included cradle-to-grave print media and packaging, liaising with clients, conceptualising campaigns, and copywriting. I also presented fortnightly design talks.

### Matchbox Media

October 2005 - August 2012



#### Lead Designer and Founder

I handled all aspects of the business. Including client interaction, quoting and invoicing, outsourcing, quality control, and self-marketing. Design work included print, web design, flash animation, photography, packaging, signage, apparel, and web design.

## EDUCATION

### Port Elizabeth College

Graduated 2006



#### Art & Design Diploma (N6)

Awards: The Rector's Medallion, Best Student of N6, Certificate of Excellence. I also achieved the highest mark in the country for the Graphic Processes subject.

### Alexander Road High School

Matriculated 2003



#### Matric (NSC)

I matriculated with distinction and exemption, and received Academic colours. Passing with distinction places me among the top 4% of the matriculating year.

## REFERENCES

### Simon Joubert

Owner, XTRIDA Group

T: 071 538 7999

E: simon@xtrida.com

### Simon Le Gras

Owner, SimonSAYS

T: 082 497 2575

E: simon@simonsays.co.za

## FURTHER REIDING

*I'm a knowledge-hungry kinda guy - there isn't much I haven't googled just to know a little better. Which is why beyond the brick-and-mortar learning, I'm a student of the internet - everything I know about AI media, CG, animation, and memes, I owe to those three double-ues.*