

Matt Hackett

Digital & design

I've worked in digital since teaching myself HTML in 1995, across in-house roles, agencies, freelancing and running my own agency.

My experience includes UX/UI design, branding, digital and graphic design, print, and front-end development, along with back-end work including PHP and experience managing servers. I also have experience in video editing for digital content.

I have managed projects and small teams, worked directly with clients, and overseen delivery from initial brief through to completion across a wide range of organisations. With experience across design, UX/UI, development and production, I have been able to step into different areas of a project and support delivery through each stage.

EXPERIENCE

2024 - 2026

Recast Digital - Operations Manager & Design Lead

Brands: The Puppet Company, Majesty Grading, ServiceTec, Theme Traders, RARUK, Ludlow Trust

Led the day-to-day operations of the web and software development team, overseeing the successful delivery of projects for a range of national clients. Managed project planning, team resources, client communications, and budgets.

2017 - Present

The Wonky Agency - Creative & Technical Director

Brands: Volta Trucks, Karma Automotive, White Label Events, Feathering the Empty Nest, TVR Garage, FundingSecure

Set up and managed a successful creative & digital agency providing branding, web, print and marketing services to a wide variety of clients, from small start-ups through to global corporations. While managing a team of employees and freelancers, I successfully launched customer portals, supported with global exhibitions and helped to launch over 30 brands.

2009 - 2017

Freelancing (t/a yamoose)

Brands: The NHS, Subway, Ellie Sanderson, Platinum Lace, The Fabulous Vodka Company

Created websites and designed branding and printed materials for a wide variety of clients. I have also worked on a freelance basis for several marketing agencies and web developers

2007 - 2009

Beacon Marketing - Lead Designer/Developer

Brands: DBA (Playtex & Wonderbra), Ford, Castrol, WH Smith, Sony Ericsson, Pepsico UK, BMW, Volvo, Jaguar, Spearmint Rhino

Involved with a wide range of tasks, including brainstorming and planning, scamping, website design & development, packaging design, email marketing, corporate branding and stationery design. I was also responsible for managing our hosting accounts, planning websites and managing other studio members.

2002 - 2007

Colourgen - Web Designer

Responsible for 3 company websites and several microsites promoting specific products. Also included printed company advertising and graphics for trade shows.

SKILLSET

Graphic Design
Branding
Print & Packaging Design
Project Management
Web Design
Web Development
Digital & Email Marketing
Search Engine Optimisation
Social Media Management

SOFTWARE

Adobe Creative Cloud
(Photoshop, Illustrator, InDesign), WordPress, Figma, Slack, Google Workspace, Jira

DESIGN PORTFOLIO

<https://matt.itswonky.com>

PERSONAL

Birthday

29/03/1980

Nationality

British

CONTACT

Phone

07971 377889

Email

matt@itswonky.com

Current Address

Little Chippings, Rock Road,
Rock, Cornwall, PL27 6NW

EDUCATION

Higher Education in Product Design

Buckinghamshire Chilterns
University College

Business Studies, Design Technology

Royal Grammar School,
High Wycombe

9 GCSEs

Royal Grammar School, High
Wycombe