

Mathew Sinclair

UX/UI Designer • Research-driven • Problem synthesis

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Now

UX/UI Designer

DFYNE (Shopify Plus) | 6 months

Designed and shipped user-centred experiences across high-traffic ecommerce surfaces. Led discovery, prototyping and post-launch analysis to validate design decisions with real user data.

Analytics-driven iteration • User research • Problem synthesis • Prototyping

Experience

Case Pre-Assessor

Cabinet Office / NSVS | 2 years

Worked within government security systems daily, processing complex compliance workflows. Built deep familiarity with public sector constraints, security protocols and the need for clarity-first design in high-stakes environments.

Government systems • Security & compliance • Process-driven work

Freelance Social Media Management

Self-employed | 2020-2021, £10k revenue in 4 months

Self-taught social media strategy and content creation for multiple clients during COVID. Built sustainable income through client management, stakeholder communication and organisational discipline. Demonstrated ability to learn new domains quickly and deliver measurable business outcomes.

Client management • Stakeholder communication • Self-directed learning • Business growth

Hospitality & Customer Service

Hotels, coffee shops, bars

Built foundational skills in human behaviour observation, empathy and rapid problem-solving under pressure. Learned how real users interact with systems and what friction feels like in practice.

Growth

UX Design Institute

Professional programme | 1 year (2025)

Structured study in design thinking, user research methodologies and systematic design practice. Provided formal foundation for research-first and systems-centred approach.

Musical Theatre (BA)

Class of 2020

Developed skills in empathy, human psychology, storytelling and public communication. Trained in understanding audience and iterating narratives—foundational to user-centred design thinking.

Tools & Methods

Design & Prototyping

Figma • Design documentation

Research & Testing

Moderated user testing (internal) • A/B testing • Analytics interpretation • Problem synthesis

Workflow

Asana • Claude Code • Claude Design • Microsoft Clarity

Specialisms

Ecommerce UX • Accessibility thinking • Public sector context