

Mat Klicz

Design leader with 10+ years of experience, driving end-to-end experiences across product, brand, and marketing. I specialise in connecting strategy with execution, delivering cohesive and scalable design across multiple touchpoints. Experienced in leading teams, shaping product direction, and supporting business growth through design.

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Experience

Head of Design / Design Lead

ROXi.tv

2021 - present

Full-time London/Krakow

- Led and scaled the design function across product, brand, and marketing, owning the end-to-end experience across all customer touchpoints
- Operated with a high level of autonomy, tackling complex and often undefined challenges across product, brand, and marketing
- Defined and drove design strategy, shaping product direction, feature definition, and prioritisation
- Shaped core product experiences hands-on, designing interaction models for a remote-first, lean-back TV environment
- Oversaw end-to-end design delivery across key product areas, from concept through execution
- Built and mentored a multidisciplinary design team, establishing processes, raising quality standards, and improving consistency
- Drove cross-functional rollout of product and design initiatives across multiple markets, ensuring alignment across teams
- Established and scaled design systems across product and marketing, improving efficiency and consistency
- Directed creative output across TV advertising, on-platform visuals, and marketing campaigns, ensuring a cohesive experience
- Shaped a TV-aligned app experience supporting US market expansion, contributing to investor confidence and growth initiatives

Senior Designer

M&C Saatchi London

2019 - 2021

Contract London

- Led design across integrated campaigns, connecting brand, digital, and product touchpoints into cohesive user experiences
- Drove creative direction from brief to execution, aligning brand objectives with user experience and engagement
- Worked across multidisciplinary teams (strategy, copy, motion, development), driving consistency and quality across outputs
- Delivered end-to-end design for campaigns, from concept through execution across multiple channels
- Applied design thinking to campaign development, improving clarity, usability, and overall effectiveness of digital experiences
- Shaped digital experiences and user flows within campaigns, ensuring usability alongside strong visual direction
- Contributed to pitching and concept development, shaping ideas that supported business growth and client acquisition
- Ensured consistency of visual language and experience across campaigns and platforms
- Acted as a bridge between brand and digital, aligning creative output with user experience and product-like thinking

Global Visual Designer

GVC Group

2018 - 2019

Contract London

- Led design across marketing and CRM enablement initiatives, supporting rollout of an internal product enabling teams to create campaign assets at scale
- Enabled rollout of a marketing platform, empowering CRM teams to independently build and manage campaign creatives across markets
- Led rebrand of marketing communication, aligning visual language and messaging across channels
- Delivered campaign concepts and execution in collaboration with marketing teams on high-impact initiatives
- Refined UI for internal tools and campaign-driven experiences, working closely with product teams
- Designed campaign-specific journeys and time-limited platform features, tailored to promotional activity and market needs
- Drove cross-market design alignment during a brand rollout, mentoring teams in London and Vienna and consulting teams in the US and Germany
- Established and evolved design system foundations, improving consistency and efficiency across marketing and product touchpoints

Freelance & Contract Designer

Various Advertising Agencies

2014 - 2018

Contract & Freelance London

- Delivered end-to-end design across websites, digital products, and interactive experiences, adapting to different business needs and project scopes
- Led design initiatives from concept to execution, ensuring alignment between business goals, user needs, and visual direction
- Designed primarily marketing and product websites, alongside selected lightweight digital products and interactive presentations
- Worked across multidisciplinary teams, collaborating with product, marketing, and development stakeholders
- Provided design leadership on selected projects, shaping direction, improving quality, and supporting delivery
- Managed multiple projects simultaneously, maintaining high standards and meeting tight deadlines
- Delivered projects for leading agencies including McCann, FCB Inferno, WCRS, Geometry Global, and Kitcatt Nohr

Digital Designer

Leo Burnett Group

2013 - 2014

Full-time London

- Worked on integrated campaigns for major brands including McDonald's, Aussie, and Max Factor, contributing to both concept development and execution
- Designed campaign assets across digital, print, and out-of-home (including Piccadilly Circus screen)
- Collaborated with multidisciplinary teams (art direction, copywriting, strategy) to deliver cohesive creative output
- Contributed to early digital and product work, including design of an tablet-based retail application (PPOS) for in-store use
- Contributed to establishing one of the first digital-focused teams within the London office
- Supported development of creative concepts from initial ideas through to final execution in a fast-paced agency environment

Designer / Junior Designer

Early Career

2010 - 2013

Full-time & Freelance London

Various roles including printing.com and Sandals Resorts

- Built foundation in visual design, branding, and production across agency and in-house roles
- Co-founded a small design initiative (off.unit), delivering freelance work alongside studies

Education

University of East London

BA (Hons) Graphic Design – First Class

2009 - 2012

Focus on visual communication, typography, and digital design.

Early hands-on experience through co-founding a small design studio alongside studies.

Skills

- Integrated design across product, brand, and marketing
- Connecting product, brand, and marketing into cohesive experiences
- Design systems and scalable design
- Cross-functional collaboration (product, engineering, marketing)
- Translating business goals into clear and effective design solutions
- Team mentoring and design leadership
- Figma, Adobe Creative Suite
- User experience and interaction design

Tools & Technologies

Figma, Adobe Creative Suite
HTML, CSS, Webflow
Jira, Slack, Miro
AI: Claude, Codex, Midjourney, Firefly, Veo

Interests

- Graffiti and street art
- Producing UK garage, drum & bass, and hip-hop
- Mobile gaming
- Go-karting