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

- London/Krakow
- Led design across product, brand, and marketing.
- Defined design strategy and helped shape product direction.
- Designed key TV and cross-platform product experiences hands-on.
- Built and mentored a multidisciplinary design team.
- Scaled design systems across product and marketing.
- Directed creative across on-platform, campaign, and growth work.

Senior Designer
M&C Saatchi London
2019 - 2021

Contract · London

- Designed integrated campaigns across brand, digital, and product touchpoints.
- Took work from brief through concept to final delivery.
- Worked closely with strategy, copy, motion, and development teams.
- Shaped user flows and digital experiences within campaigns.
- Supported pitches and early concept development.
- Maintained consistency across channels and outputs.

Global Visual Designer
GVC Group
2018 - 2019

Contract · London

- Led design across marketing and CRM for multiple global betting brands.
- Supported a broad brand rollout across acquisition, CRM, product, and marketing.
- Developed campaign concepts with cross-functional teams.
- Refined promotional and product-led visual experiences.
- Helped roll out the bwin identity across touchpoints.
- Worked closely with leadership, brand, product, and design teams.

Freelance & Contract Designer
Various Advertising Agencies
2014 - 2018

Contract & Freelance · London

- Delivered websites, digital products, and interactive presentations.
- Led selected projects from concept to delivery.
- Worked across product, marketing, and development teams.
- Adapted quickly to different brands, teams, and scopes.
- Maintained quality across fast-moving parallel projects.
- Worked with agencies including McCann, FCB Inferno, WCRS, and Geometry.

Digital Designer
Leo Burnett Group
2013 - 2014

Full-time · London

- Worked on integrated campaigns for brands including McDonald's and Max Factor.
- Designed campaign assets across digital, print, and out-of-home.
- Collaborated with art direction, copy, and strategy teams.
- Contributed to early digital and product work, including a tablet retail app.
- Supported one of the first digital-focused teams in the London office.
- Helped take concepts from early ideas to final execution.

Designer / Junior Designer
Early Career
2010 - 2013

Full-time & Freelance · London

- Early roles across studio, in-house, and freelance work.
- Built a foundation in branding, print, and production.
- Co-founded a small design initiative 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