

Matt Wood

Web & Digital Designer

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PROFILE

Web and digital designer with 25+ years of experience spanning print production, graphic design, and web development. Brings a rare combination of strong visual design instincts and hands-on technical skills — including WordPress development, HTML/CSS, and a deep familiarity with UX principles and accessibility standards. Experienced with Adobe Creative Suite (Illustrator, Photoshop, InDesign) since the late 1990s, with recent years focused on building responsive, accessible WordPress experiences for agency clients. Equally comfortable in design tools and a code editor.

SKILLS & TOOLS

Design - Adobe Illustrator, Photoshop, InDesign · Figma · Adobe XD · Responsive & UX design

Web - WordPress · HTML5 · CSS3/SCSS · JavaScript · PHP · jQuery · ACF Pro · Timber/Twig

SEO & Analytics - On-page SEO · Google Analytics · Search Console · Performance optimisation

Accessibility - WCAG 2.1/2.2 · ARIA · WAVE auditing · Accessible UI patterns

Workflow - Git · Figma · Responsive & mobile-first development · Cross-browser testing

EXPERIENCE

Web Developer · Fireant Studios — Denver, CO

October 2022 – Present

- Build responsive, accessible WordPress websites using custom Timber/Twig themes, translating designs into pixel-perfect front-end implementations
- Implement on-page SEO best practices and performance optimisations across client sites
- Conduct WCAG 2.1/2.2 accessibility audits and remediate issues including focus management, ARIA labelling, and colour contrast
- Apply UX principles throughout development — from navigation structure and user journeys to form design and error handling
- Manage version control with Git across development, staging, and production environments
- Collaborate with designers and stakeholders to deliver cohesive digital experiences aligned with brand standards

Front-End Developer · YellowDog Denver

November 2019 – October 2022

- Designed, developed, and deployed responsive WordPress sites for 35+ clients, with a focus on performance, accessibility, and usability
- Created and maintained marketing assets including responsive email templates and landing pages
- Implemented custom functionality using Advanced Custom Fields and custom post types for job boards, event listings, and employee directories
- Extended page builder capabilities with custom CSS, HTML, JavaScript, and PHP solutions

Earlier Career · Graphic Design & Print Production

1998 – 2019

- Began career as a Graphic Designer at Proctor Productions, designing print and marketing materials for agency clients using Adobe Illustrator, Photoshop, and InDesign
- Joined YellowDog Denver (formerly Yellowdog Printing & Graphics) in a print production capacity, progressing from Production Assistant through to Operations Manager over a decade
- Returned part-time as Production Designer (2015–2019) while managing family caregiving responsibilities, producing print-ready assets and marketing collateral for ongoing client work

EDUCATION

Associate of Applied Science — Graphic Design

Colorado Institute of Art, Denver · 1996–1998

LINKS

Portfolio: mathewood.com **LinkedIn:** [linkedin.com/in/mathewood](https://www.linkedin.com/in/mathewood)