

Matthew Rothwell

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Work Examples: <http://www.fig21b.com>

Personal Profile and Key Technical Skills

Art Director/ Graphic Designer with over eight years experience in both print and digital design.

PhotoShop CS3	Dream Weaver CS3	PowerPoint
Illustrator CS3	Flash CS3	Word
Indesign CS3	QuarkXPress 7	Excel
After Effects	Fireworks	Acrobat
Premiere	Final Cut Pro	

Career Summary

Freelance Art Direction, Graphic Design and Marketing Strategy; onsite and personal clients May 2006 – Present

I have spent the past three years working freelance both with a roster of personal clients through my own Ltd company; and also in various studios both at home and abroad.

Selected Private clients:

Mark Street Film, providing full branding services including website build and creating an online marketing and network strategy for a film maker

RE:Subcontractors, full brand, marketing and PR for an internet startup company in the commercial construction industry

Mentorn Media, providing visual creative services for a television production company

From The Streets Productions, full branding and website design for a film and television company

4Talent Magazine, editorial design, producing feature spreads for a Channel 4 monthly magazine

Bella Union, providing complete visual creative services for a music label and it's roster of acts which include: Fleet Foxes, Fionn Regan, and Laura Viers

Podrophenia, full branding for a new interactive club night including web design

Greencup Coffee Collective, complete company branding including a web build

Straco International, 10th anniversary below the line marketing materials

O & E Interiors, full branding for a interior design and construction company

Goodness Shakes, providing visual creative services for a health drinks company

Selected Onsite Freelance contracts:

Ogilvy Dubai, on site in Dubai working on the branding of Al Hilal, a new Islamic bank

Instinctif, Art Director role on various briefs

Bell Design, on site Art Director role on various briefs

Dialogue, on site as creative designer working on branding and seasonal marketing for Iams and Eukanuba cat and dog food

Dave, on site working on the re-branding of British Gas

Fin International, on site working on an ISA campaign for Norwich Union both above and below the line

Lida/M&C Saatchi, on site brochure design for Royal Bank of Scotland

Gloss Media, on site working on a digital campaign for an online gaming company

Independent Marketing, on site contract at a marketing, branding and design company specialising in the hospitality industry.

The Pepper Corporation, on site re-branding the Wolseley Group's sub-brands

Column Design, on site in a design agency studio working on various clients

Feref, on site at a design agency working on Playstation3 printed materials

TLC, on site at a design agency working on various campaigns

The Marketing Store, on site working on a Dyson marketing below the line campaign

Career Summary continued...

Art Director/Graphic designer,
Carlson Marketing Group
July 2005 – May 2006

Clients include:
Shell, Hyundai, Stella Artois, Nestle, Citroën, British Airways, Party Poker, Etihad Airways and Nescafé and many more.
Responsibilities include:
Managing the design process from the initial briefing and brainstorming stage of a campaign or piece of work through to completion

Freelance Graphic Design,
onsite and personal clients
March 2005 – July 2005

Thin Air Design, On site web design at a design agency
P&O Nedlloyds, On site freelance designing a company brochure
Def Inc, Logo Design for music producers
Notion, editorial design, producing feature spreads for a music magazine

Graphic designer,
Hill & Knowlton Ltd
March 2003 – March 2005

Clients included:
Adidas, Hewlett Packard, Lego, Cancer Research, Carling and Volvo
Responsibilities included:
Generating design concepts and finished artwork for corporate literature, branding, marketing materials, exhibition stands, pitches, web

Graphic designer,
Bureau
April 2001 – March 2003

Responsible for designing and sourcing items of bespoke stationery (including brochures and literature) for clients. I worked closely with a sales team and was fully involved from briefing through to production.

Printer's assistant,
Multigraphics Ltd,
large scale printers
2000 –2001

I assisted printers in all aspects of the screen-printing process.

Education and Qualifications

Falmouth College of Arts
October 1997 – June 2000

Academic qualifications:
BA (Hons) degree in graphic design
BTEC ND in general art and design
10 GCSEs at level A-C

Huddersfield Technical College
September 1995 – June 1997

Ryburn High School
August 1990 – June 1995

General Information

Music, I love music. I am a frustrated musician – meaning I can't play a note on any instrument; so my love of music has manifested itself in various musical projects in a visual or promotional capacity.

I am also a keen photographer, although not a stickler for technical perfection in my images. This slap-dash approach to taking pictures was influenced by the Lomo photography movement where the manifesto is more about capturing the moment in everyday life than taking perfect blur free stills. All the shots are taken on an old Russian LC-A camera and I have had photographs exhibited in small exhibitions run by the Lomo people.

What else? I enjoy a game of Squash, a game of football and a game of poker - but rarely at the same time.