

Matthew Rothwell

Curriculum Vitae

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Date of Birth: 15/06/79
Nationality: British
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Work Examples: <http://www.fig21b.com>

Personal Profile and Key Technical Skills

Senior Creative/Art Director with ten years experience in both print and digital design.

PhotoShop CS5	Illustrator CS5
Indesign CS5	QuarkXPress 7
Dream Weaver CS5	Flash CS5
QuarkXPress 7	After Effects
Premiere	Final Cut Pro
Microsoft Office	

Career Summary

Freelance Art Direction, Graphic Design and Marketing Strategy;
Fig21b Ltd
Company clients and onsite at agencies
May 2006 – Present

Selected Onsite contracts:

Camelot Creative, Creative lead on the brand adjustment and below the integrated marketing campaign for the National Lottery Lotto Game.

BSkyB Off-air Creative, part of a department covering all aspects of BSKyB's off air design and marketing requirements.

Ogilvy Dubai, contracted as Art Director in Dubai working on the branding of Al Hilal, a new Islamic bank.

Instinctif, Art Director role on various briefs.

Bell Design, Art Director role on various briefs.

Dialogue, creative designer working on winter and Christmas marketing for lams and Eukanuba cat and dog food.

Dave, hired as a designer on the re-branding of British Gas.

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

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

Gloss Media, graphic design for a digital campaign for online gaming company, Blue Square.

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

Feref, graphic designer working on Playstation 3 campaigns.

Selected clients:

Mark Street Film, providing full branding services including website build and creating an online marketing strategy for an independent 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 design and 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 an energy drinks company

Education and Qualifications

Falmouth College of Arts
October 1997 – June 2000

Huddersfield Technical College
September 1995 – June 1997

Ryburn High School
August 1990 – June 1995

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

General Information

I am a born again cyclist. When I was a young 'un I raced bikes all year round (cycle-speedway in the summer and cyclo-cross in the winter), but until recently they were not a part of my adult life; that was until I discovered the joy of folding bikes and the fact that one bedroom, third floor flats don't mean you can't have one. I don't race these days though.

I am also a keen photographer, although not a stickler for technical perfection in my images. This approach to shooting was influenced by the Lomo photography movement where the manifesto is more about capturing the moment in everyday life than taking technically perfect 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.

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 brief through to completion.

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

Thin Air Design, onsite web design at a design agency.

P&O Nedlloyds, onsite 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

Responsibilities included: designing and sourcing items of bespoke stationery (including brochures and marketing materials) for clients of various sizes and backgrounds. Working closely with a sales team and being fully involved from briefing through to production.

***Printer's assistant,
Multigraphics Ltd, (large scale printers)***
1999 – 2001

Assisted in all aspects of the screen-printing process.