

Matthew Rothwell

Curriculum Vitae

Manor Park, London, E12
Date of Birth: 15/06/79
Nationality: British
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Work Examples: <http://www.fig21b.com>

Professional Statement

For over 25 years I have studied and worked in visual creative fields, from graphic design and art direction to video editing and printing. This has brought me to a point in my career where my extensive experience means I am comfortable in all situations that arise in a studio and am able to handle them quickly and with strategic creative thinking. I have a home studio and limited company, which means I am perfectly set up to work outside IR35 with no risks to my clients.

Personal Profile and Key Technical Skills

Creative Director/Senior Creative with 20+ years experience in design, branding and integrated creative.

Conceptual thinking
Creative Team Lead
Client presentation
Graphic Design/Art Direction
Scamping
Adobe Creative Suite

Awards and publications

Cannes Design Lions 2013 Bronze
ITV rebrand.

Online Retail Awards 2014 Digital
Agency of the Year
With Capture Marketing.

Online Retail Awards 2014 Online Retail
Awards Prix d'or
With Capture Marketing & Shop Direct.

Best Art Vinyl artwork of the year 2008
Fleet Foxes album packaging artwork.

Art Co-op 2012 Limited Edition
collection: Distance & Time
Published creative's diary comic strips.

Career Summary

Global Head of Creative, Butterfly

October 2021 – September 2023

Clients include: Hilton, Pernod Rickard, Heineken, Avon, Sanofi, Symbiopharm, Reckitt and many more.

Responsibilities include: Managing the creative studio in a strategy consultancy with London, New York and Amsterdam offices. Leading a team of creatives, designers and video creators, ensuring a collaborative and productive work environment in the post Covid world in order to implement the creative vision. Liaising with clients at the sales & pitch, account relationship and delivery stages of projects.

Freelance Senior Creative providing conceptual thinking, art direction and graphic design;

May 2006 – October 2021, September 2023 – present

Selected long-term roles:

Colour & Thing, 6 month maternity cover as Design Director.

Responsible for creative and design idea development as well as management of the design team at a brand and digital communications agency.

Capture, 12 month contract as Design Director. Working alongside the Creative Director to provide full creative services at a marketing and branding agency.

BSkyB Creative, 2 years as Senior Creative. I provided creative lead on the B SkyB funded 'Sky Ride' cycling initiative for British Cycling producing a through the line marketing campaign.

ITV Creative, 5 months as Senior Creative. Part of the creative team rebranding the ITV television network and company.

Weber Shandwick, 18 months as Senior Creative. Part of the creative team that created the global charity campaign, Step Up The Fight.

Camelot in-house creative, 4 months as creative lead. A brand refresh and integrated marketing campaign for the National Lottery 'Lotto' Game.

Ogilvy Dubai, 4 months as Senior Creative. Art direction and branding design for Al Hilal, a newly founded Islamic bank in Dubai.

Selected short-term freelance briefs:

CBD NOW, Senior Art Director and Graphic Designer

providing a full brand for a new banking brand in the Middle-East (with Industry Branding).

Mercedes-Benz, Senior Designer working on brochures, customer welcome packs and marketing materials (with Weapon7).

Lumesse, Senior Designer Front end design of a website for a Learning Solutions company; including wire frames and design templates (with Now Communications).

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'm an ex-pat Northerner with around two and half decades in living in London under my belt (so much to the amusement of friends and family in the motherland, my accent has softened somewhat). Even after all this time I still love getting the most out of the city.

I try and constantly keep drawing as I think it's vital to be able to communicate my ideas with a pencil and a bit of paper. I do this by creating various comics and although I have not made any serious moves to promote this I have had a few strips published.

What else? I enjoy a game of non-league football, a trip to a good cinema and a live music gig – 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,
on site and personal clients

March 2005 – July 2005

Thin Air Design, on site web design at a design agency.

P&O Nedlloyds, on site 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.