

Matthew Rothwell

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Professional Statement

Senior Creative with 20+ years' experience leading brand, integrated and creative studio teams for global clients including Hilton, Heineken, ITV, BSkyB and Mercedes-Benz. Proven at shaping creative strategy, building and mentoring teams, and delivering award winning brand and campaign work. Now seeking a permanent role at Design Director or above in a full-service creative agency, combining strategic leadership with hands-on creative direction and execution.

Personal Profile and Key Technical Skills

Senior Creative in design, branding and integrated creative.

Creative leadership and mentoring.

Brand strategy, identity systems and multi-channel campaign direction.

Concept development, pitching and new business support

Cross-disciplinary collaboration with strategy, copy and production teams

Graphic Design/Art Direction

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

2021 – 2023

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

Responsibilities include:

Managing the creative studio and implementing the creative vision in a strategy consultancy with London, New York and Amsterdam offices.

Leading a team of creatives, designers and video creators; shaping a collaborative and productive work environment in the post Covid world.

Sat on the company leadership team.

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;

2006 – 2021, 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 BSkyB funded 'Sky Ride' cycling initiative for British Cycling producing a through the line marketing campaign.

ITV Creative, 6 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, 6 months as creative lead. A brand refresh and integrated marketing campaign for the National Lottery 'Lotto' Game.

Ogilvy Dubai, 6 months as Senior Creative. Art direction and branding design for Al Hilal, a newly founded Islamic bank in Dubai.

Education and Qualifications

Falmouth College of Arts
1997 – 2000

Huddersfield Technical College
1995 – 1997

Ryburn High School
1990 – 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).

I love to write and generally have a couple of projects on the go. These could be entering a screen play contest or working on a short story.

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**
2005 – 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**
2005 – 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**
2003 – 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**
2001 – 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 professional screen-printing process during my time as a degree student.