

Matthew Rothwell

Curriculum Vitae

Manor Park, London, E12

Date of Birth: 15/06/79

Nationality: British

Email: matt@fig21b.com

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

Personal Profile and Key Technical Skills

Senior Creative/Art Director with over fifteen years experience in both print and digital creative.

PhotoShop CC

Illustrator CC

Indesign CC

Dream Weaver CC

After Effects CC

Premiere CC

Final Cut Pro

Microsoft Office

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

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

Fig21b Ltd

May 2006 – Present

Selected clients:

Capture, A 12 month contract as Design Director at a marketing agency including the brief to produce a new company brand.

ITV, part of the creative team rebranding the ITV television network and company (at ITV creative).

The National Lottery, creative lead on the brand refresh and integrated marketing campaign for the National Lottery 'Lotto' Game.

British Cycling, creative lead on the BSkyB funded 'Sky Ride' public cycling initiative through the line marketing campaign (at Sky Creative).

BSkyB, art direction and graphic design covering all aspects of BSkyB's off air marketing requirements (at Sky Creative).

Al Hilal, art direction and branding design for a newly founded Islamic bank in Dubai (at Ogilvy Dubai).

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

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

The Fabric of Things, full branding, online strategy and video editing for an interiors technology online editorial start-up.

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

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

British Gas, design implementation on the re-branding of British Gas (at Dave).

Royal Bank of Scotland, executive client account brochure design (at Lida/M&C Saatchi).

Incurve Construction, full brand, marketing and PR strategy for a construction company start-up business.

The Callsheet.co.uk, providing visual creative services for a film & television industry members only online network website.

KatyBlades, full branding and website facilitation for an online retail start-up company.

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

Blue Square, graphic design for a digital campaign for an online gaming company (at Gloss Media).

Playstation 3, graphic designer working on video game title launch campaigns (at Feref).

Iams & Eukanuba, Art Director working on the winter and Christmas marketing campaigns for premium cat and dog food (at Dialogue).

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 I worked with British Cycling they were not a part of my adult life. I now struggle with the age old equation for the perfect amount of bikes a person should own (the equation being $n+1$ where n is the current number of bikes owned).

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 keeping a comic diary called 'Grey Side of Life' 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 Squash, a trip to a good cinema 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,
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.