

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 branding and integrated creative.

Conceptual thinking	Creative Team Lead
Client presentation	Art Direction
Graphic Design	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.

Professional Statement

I have reached a stage in my career where I want to bring my skills plus my extensive and varied experience to a permanent role. I have found that while enjoying my time as a freelance creative, I now get most job fulfilment when working on long term jobs; taking the creative lead and mentor roles. For this reason, I intend to join an agency where I can continue to do this and make a long term contribution.

Career Summary

**Freelance Senior Creative providing conceptual thinking,
art direction and graphic design;**
May 2006 – 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.

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

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.

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

Selected direct clients:

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.

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

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 write the odd review on a technology website - 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.