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JON MATTHEWS

Hardworking, creative, motivated designer and illustrator with an in-depth knowledge of print, web and social media design & animation. Over 15 year's commercial experience within B2C and B2B agencies.

My previous experience with a B2B / internal communications agency has helped me to develop an understanding of how branding and internal brand communication help to underpin a business strategy and how a creative approach to the visual outputs strengthens and supports a brands key message.

Creative, illustrative style underpins most of my work with a focus on playful, bold design and creative typography.

I have previous experience working with organisations such as Pizza Express, BBC Worldwide, Sony Music, TikTok, Millennium Hotels, The British Council, Valspar UK, Kodak and many charity organisations.

EDUCATION

2:1 BA (HONS) GRAPHIC DESIGN

Cranfield University

HND GRAPHIC DESIGN

Cranfield University

ND GRAPHIC DESIGN

Reading College of Art and Design

9 GCSES A-C

Maiden Erleigh School

TECHNICAL

Highly skilled in Photoshop, Illustrator, InDesign and After Effects as well as online web development platforms (Wordpress) Powerpoint and Word. Highly skilled with design tools such as Figma, XD, inversion.

Comfortable taking client briefs as well as presenting ideas and concepts. Skilled in taking complex ideas and converting them into simple, understandable graphics & leading crative brainstorming sessions.

EXPERIENCE

IMPERIAL LEISURE

Senior Social Media Designer

September 2022 –

A senior role within a highly skilled team of Designers, Social Media Executives and Copywriters, creating social media content & campaigns for a range of clients including TikTok, The British Council and Millennium Hotels.

THEME GROUP

Senior Designer

April 2016 – September 2022

Working directly with clients on a variety of print, web and animation projects. Working with large brands (Weight Watchers, Valspar) on collateral, advertising and presentations. As well as planning (UX) and developing websites, creating videos and animations and mentoring junior design team members.

FREELANCE

Designer / illustrator

February 2014 –

Working with various clients from many different industries, including, Ieso Deigital health (NHS), Cambridge Consultants, BNP Paribas, Run For Your Life (Charity) Sony Music, Melodic Records, Basin' Rock Records.

ONEFISH TWOFISH

Graphic Designer

November 2009 – February 2014

Innovative, internal communication and B2B agency, Working alongside client managers to answer specific communication briefs. Helping translate complex ideas in a visual manner and allowing to business deliver new strategies succinctly and creatively. Predominantly working on branding, marketing, powerpoint presentations and internal communications.