

# Rhea Mathew

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## Education

Sheffield Hallam University - United Kingdom  
MA Design (Graphics)  
*Completed with Distinction.*

Amity University - Noida, India  
Bachelors in Fine Arts (Applied Art)  
*Completed with First Division.*

## Trainings

Classical Indian Vocals (Hindi) - 8 years  
Western Music Vocals (English) - 7 years  
Classical Dance (Bharathanatyam) - 7 years  
Western Dance - 9 years

## Awards

Future Of Money Design Awards 2024

## Publication Projects

Illustrations for Book Cover:  
Exploring Conflict over the Professor's Role in U.S. Legal Education  
Theory v. Practice by Carlo A. Pedrioli

## Work Experience

**Freelance Graphic Designer**, Sheffield, UK - *2024 to present*

- Designed logos, social media assets, and branding materials for a diverse range of clients, tailoring each project to meet specific brand aesthetics and goals.
- Created print materials, including posters and postcards, for an exhibition, ensuring visually engaging and cohesive designs.
- Collaborated with a publishing house to discuss and finalise projects, marking a significant milestone in professional design work.
- Produced detailed illustrations for the book cover, aligning with the publisher's vision and thematic requirements.
- Successfully managed multiple freelance projects while completing a Master's degree (MA), demonstrating strong time management, project coordination, and the ability to meet tight deadlines efficiently.

## Certificates

Google Digital Marketing and  
E-Commerce Professional  
Certificate

## Technical Skills

Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere Pro  
Adobe Premiere Rush  
Microsoft Office

### **Timex Group India Limited, Noida, India - 2023**

- Hired as a Graphic Design Intern under the Marketing department, contributing to various creative projects.
- Assisted in designing E-commerce visuals and Outdoor creatives to enhance brand visibility.
- Created Key visuals and Half-page ads for the Times of India as part of the Indian Premier League (IPL) Campaign, in collaboration with Timex and Gujarat Titans.
- Transitioned into the role of In-house Graphic Designer, supporting the team in executing a range of design projects.
- Led the Logo design and Brand identity development for Timex India brands, including Helix and TMX, ensuring a consistent and compelling brand presence.
- Continued working in this role until August 2023, contributing to multiple high-impact design initiatives.

### **FUDD - Branding & Marketing Firm, London, UK - 2022**

- Joined as a Graphic Design Intern at this Food Marketing Agency, contributing to various client projects.
- Designed social media content to enhance brand engagement and visibility.
- Created transport creatives for client campaigns, ensuring effective outdoor branding.

### **FCB Ulka Advertising, New Delhi, India - 2021**

- Assisted in designing advertisements for consumer goods and food services.
- Supported the creative team in visual development and design.

### **National Gallery of Modern Art, New Delhi, India - 2019**

- Assisted artists Arpana Caur and Dr. Prof. Bhawani Shanker Sharma in leading workshops.
- Supported Curator Heads Dr. Shashi Bala & Dr. Jyoti Tokas from registrations to final exhibition.
- Managed administration, reports, expense tracking, and material coordination with two interns.

## **Hustling on the side**

### **OCS Group UK Limited, Liverpool, UK as Cleaning Operative - 2024**

- Implemented efficient methods to overcome obstacles, improving workflow and enhancing productivity.
- Maintained high cleaning standards and ensured health & safety compliance.
- Demonstrated time management, attention to detail, and reliability.

### **Chung Ku, Liverpool, UK as Front of House Staff - 2024**

- Welcomed and assisted customers with any enquires they had.
- Cleaned utensils and maintained hygiene standards in the kitchen
- Supported operational efficiency, improving teamwork, multitasking, and customer service skills