

# JON MATTHEWS

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## ABOUT

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

I am looking to develop my career working in-house to take ownership / direction of specific projects and work within a team rather than a job by job basis (agency style).

My previous experience with a B2B / internal communications agency has helped me to develop an understanding of how brands 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.

I have previous experience working with organisations in the charity sector such as Affinity Trust, Second Hope, Cats Protection and Guide Dogs For The Blind.

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## 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

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## TECHNICAL

Highly skilled in Photoshop, Illustrator, InDesign and After Effects as well as online web development platforms such as Wordpress, Squarespace and Divi. Proficient in Powerpoint and Word. Experience with future design tools such as ReadyMag and Figma.

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

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## EXPERIENCE

### THEME GROUP

Senior Designer

**April 2016 –**

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

### FREELANCE

Designer / illustrator

**February 2014 –**

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 with client managers to answer specific briefs. Communicating complex ideas in a visual manner. Helping large business deliver new strategies succinctly and creatively.

### IMAGE CORPORATE

Graphic Designer

**September 2007 – August 2008**

### IQPR

Graphic Designer

**November 2006 – May 2007**