JON MATTHEWS

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Hardworking, creative, and motivated designer and illustrator with an in-depth knowledge of print, web, and social media design & animation. I have over 15 years of commercial experience working within a variety of agencies across multiple design platforms.

My recent experience working with a behavioural change organisation has allowed me to collaborate closely with charities and government agencies. This role has deepened my understanding of how creative design can drive positive social impact. By developing visual strategies tailored to specific behavioural objectives, I have helped these organisations communicate their messages more effectively and influence change within their target audiences.

Prior to this, I have worked for social media agencies and with B2B/internal communications agenices which has helped me to understand how branding and internal brand communication underpin business strategy and how creative approach to visual outputs strengthens and supports a brand's key message.

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

I have previously worked with organisations such as TikTok, Millennium Hotels, The British Council, Leeds City Council, Oxfordshire City Council, BBC Worldwide, Sony Music, Valspar UK, Kodak, and numerous charity organisations.

EDUCATION

2:1 BA (HONS) GRAPHIC DESIGN
Cranfield University

HND GRAPHIC DESIGN
Cranfield University

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, Invision.

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

BRIGHT SPARKS
Senior designer
December 2023 -
As a Senior Designer at BrightSparks, an agency specialising in behavioral change (only accepting project with a social benefit), I play a key role in shaping impactful, mission-driven campaigns. I have lead the design process for initiatives aimed at driving positive societal change, ensuring that every project not only met aesthetic standards but also effectively communicated core messages that resonated with target audiences. My work involved close collaboration with strategists, researchers and clients to create visually engaging and meaningful content that supported social causes, reinforced ethical branding, and contributed to tangible, positive outcomes in communities.

IMPERIAL LEISURE
Senior Social Media Designer
September 2022 — September 2023
I was responsible for creating pixel-perfect designs that aligned with the sophisticated brand identities of top-tier companies. My role involved crafting visually stunning social media content that not only captured attention but also upheld the highest standards of precision and detail. Working with 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, Helping translate complex ideas in a visual manner Predominatly working on branding, marketing, powerpoint presentations and internal communications.