

Rebecca Matthews

Award-winning creative lead, highly experienced in both commercial and third sectors.

Summary

I'm an award-winning creative lead, with a successful track record in branding, editorial and campaign design across commercial and third sectors. I have an extensive background in graphic design, typography and copywriting together with an in-depth knowledge of digital design and print processes. I combine a strategic perspective with a proven ability to create new ideas and concepts, which I am able to deliver through strong planning and execution skills. I work closely with clients, understanding and synthesising their needs, using my experience to advise and negotiate, whilst liaising with suppliers to achieve the right solutions. I work well under pressure, am good at coaching, developing and supporting creative staff, fostering a good team spirit, and proactively resolving team and project issues. Fluent in French, I combine cross-cultural sensitivity with the ability to work with a very diverse range of clients.

Current role

Creative Interpartners

London-based graphic design agency producing branding, print and digital work for clients across a range of sectors including Non-profits, cultural institutions, and corporate brands.

Creative Lead 2019-2020

I was asked to take on responsibilities of the Creative Director whilst she was on a year-long maternity leave. Key responsibilities included pitching to prospective clients, overseeing all creative work within the studio, briefing and overseeing the creative team, liaising with suppliers, and ensuring creative solutions met client needs while keeping to time and budget.

Key achievements included:

- Winning both creative pitches made during this period
- Overseeing and managing the whole studio during a month-long illness of the managing director
- Project managing a 30 year anniversary commemorative coffee table book for Stanbic IBTC Bank, including a week in Lagos, Nigeria, art directing photoshoots; curating and collating all photographic content; producing all the copywriting; and overseeing two different printers for specific editions of the book.
- Project managing a major rebranding and promotion for JLGB on their 125th anniversary, including working with the client to define their brand hierarchy, redesigning their main website to optimise user experience; developing guidance for internal communications and programme design.
- Creating the design and collateral for a major JLGB Award event at the Roundhouse, London. 1,200 people attended the event which was headlined by Craig David.
- Recruiting, training and managing interns and junior members of staff.

Previous experience & education

Creative Interpartners

Designer 2018-2019

Responsible for developing and executing creative projects from concepts through to finished product. Projects covered editorial design, branding, digital, campaign and publishing. Tasks included working with the design team to generate strong creative solutions, presenting proposals to clients and project managing the solutions to successful delivery.

Key achievements included:

- Creating the brand and materials for the New Israel Fund's Human Rights Awards Dinner, which attracted over 500 guests and increased funds raised by 15%.
- Created the concept for the Stanbic IBTC Bank Annual Report, and led other members of the team in the delivery of this project which encompassed 4 different publications.

Rebecca Matthews design

Independent design consulting and freelance work for UK and Swiss-based clients.

Freelance Designer 2016-2018

Working for agencies and clients on a variety of projects, largely focused on brand design.

The organisations I worked with included Industry Branding, Skew Studio, Graphical, The Yard Creative, Wise Birds Network, Swiss Netball, Turkana Education Fund and ASK (Geneva).

Key achievements included:

- Working at Skew to help develop a full brand design and hierarchy for a creative pitch for a global sports body using a 'digital first' approach for their brand.
- Creating a full brand for Swiss Netball, the national netball association of Switzerland, including designing their national kit as well as implementing the brand across digital and social media platforms.

Spencer du Bois

Award-winning London-based brand consultancy focused on charities and the public sector, with a focus on creating inspiring brands and messaging to promote social change.

Junior Designer 2014-2016

Responsibilities included working independently to translate the brand strategy into creative concepts, collaborating closely with the rest of the design team to translate chosen concepts into full visual brand language, and working with the strategy team to develop the tone of voice and renaming of organisations. I was also tasked with creating visuals and copywriting for campaigns, writing and creating brand guideline documents and artworking designs.

Key achievements included:

- Designing the brand for Volunteering Matters (a leading UK volunteering body) which won a Silver Award at the Transform Awards 2017 and was also nominated for the Third Sector Award 2016.
- Since the launch of the new Volunteering Matters brand there has been an increase in volunteers, a 36% increase in numbers of people supported and 81% of staff say the rebrand has made it easier for them to explain the charity's purpose.
- Designing and implementing the concept for and the National Union of Students campaign against further education cuts ('FE Unplugged').

Internships

Design internships at Créaphisme (a small design and communications firm in Geneva) in July 2013 and at Wonder Room (a design consultancy within Plymouth University, working on projects focusing on local sustainability initiatives) during March - April 2013.

Other Responsibilities

- Committee Member, University of Plymouth Alumni Committee (2018-present).
- President (2012-13) and Designer (2013-14), Plymouth University Design Society.

Educational Qualifications

BA (Hons) 2:1 in Graphic Communication with Typography, Plymouth University, UK (2011-14). Award Option: Identity and Branding.

BTEC Foundation Diploma in Art and Design (with Merit), Brighton City College, Brighton, UK (2010-11).

International Baccalaureate: Bilingual Diploma English/French, International School Geneva, Campus des Nations, Grand-Saconnex, Switzerland (2008-10).

Awards

- 2017 - Silver Award at the Transform Awards for 'Best brand development project to reflect changed mission/values/position' for Volunteering Matters.
- 2014 - YCN Student Award for my campaign for the Royal Albert Hall.

Technical Skills

- Adobe CC: InDesign, Illustrator, Photoshop & Premier Pro
- Microsoft Office
- HTML (limited working knowledge)

Languages

Native English speaker; fluent in French