

HERE IS A LITTLE BIT ABOUT ME

Rebecca Matthews

rebeccamatthewsdesign@gmail.com

07857110477

Nationality: British & Swiss
Location: London, UK
Languages: Bilingual English & French
Software skills: Adobe CC: InDesign, Illustrator, Photoshop & Premier Pro
Microsoft Office, HTML

About me

I am an outgoing and enthusiastic, bilingual designer. I have a passion for typography, which probably stems from growing up in Switzerland. That being said I'm not one for Swiss minimalism but have a total love of bright colours and bold graphics. I also have a real love of language, developing tones of voice and dynamic phrases to enhance visuals. Having worked in branding for the past three years I can deliver both creativity and strong organisational skills and am keen to continue finding exciting ways of communicating and bringing brands to life.

Work experience

Freelance: 2013-present (key projects):

Industry Branding: 2018

Branding design agency

I have been working as a freelancer for Industry, helping their team with brand implementation and creative content for a variety of clients.

Skew Studio: 2018

Branding design agency

I have been working as a freelancer for Skew, alongside their design team, creating brand concepts. My role included, brand concepts, architecture and implementation as well as content creation for pitches.

Graphical: 2017

Branding design agency

I have been working as a freelancer for Graphical, alongside their design team, across a variety of brands. My role included, brand concepts, editorial design, artworking, creating pitch documents as well attending client meetings.

The Yard Creative: 2017

Award winning interior and brand design agency

Wise Birds Network: 2017

Website design for a London based fashion consultancy

Swiss Netball: 2014 - present

Rebranding the Swiss National Association for Netball

I initially rebranded Swiss Netball and have designed their national team kit and created their website (with a web coder) at www.swissnetball.ch.

Turkana Education Fund: 2013 - 2016

Creating the brand, website and social media for this Geneva-based educational charity working in Kenya

ASK: 2014

Creating the brand for this Geneva-based charity helping children with special needs

Fulltime: 2014-2016

Spencer duBois:

Award winning design and branding agency, working uniquely within the third sector.

Junior Designer, Spencer duBois, London, UK:

September 2014 - September 2016

I joined Spencer duBois straight out of university on a 3 week internship and then became a Junior Designer working as part of their design team developing brand identities from concept through implementation. The variety of projects really allowed me to build my design skills not just in terms of software but also my idea generation skills, improving my knowledge of semiotics within branding. I was also able to develop my writing skills, developing unique tones of voice for brands, and creating language for campaigns. This quickly became one of my core strengths, especially as it tied into my passion for typography.

Key brands I worked on: Volunteering Matters (Third Sector Award 2016 nominee), Recovery Focus, Watford Borough Council and NUS: FE unplugged campaign. (These can be viewed at: www.spencerdubois.co.uk)

Internships: 2013

Design Intern, Créaphisme, Geneva, Switzerland:

July 2013

Small design and communications firm in Geneva

Design Intern, Wonder Room, Plymouth, UK:

March - April 2013

Design consultancy working within Plymouth University on a number of projects focusing on sustainability within the local area.

Education:

BA (Hons) 2:1 in Graphic Communication with Typography,

Plymouth University, UK (October 2011-June 2014)

Award Option: Identity and Branding

BTEC Foundation Diploma in Art and Design (with Merit),

Brighton City College, Brighton, UK:

September 2010 - July 2011

International Baccalaureate: Bilingual Diploma Eng/Fr

International School Geneva, Campus des Nations,

September 2008 - May 2010

University Activities

Designer, Plymouth University Design Society:

September 2013 - May 2014

President, Plymouth University Design Society

September 2012 - May 2013

Awards

YCN Student Award: 2014

An international design award, based around a range of live creative briefs, written by different partnering organisations. The award was for my awareness campaign for the Royal Albert Hall, (see www.ycn.org/awards).