

HERE IS A LITTLE BIT ABOUT ME

Rebecca Matthews

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

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 two 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

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)

Design Intern, Créaphisme, Geneva, Switzerland: July 2013

Small design and communications firm in Geneva
Work experience with the head designer on brand implementation projects for clients including Eurovision

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.

5 week placement, working with 4 fellow students branding and implementing the "Food for Thought" café at Plymouth University.

Freelance: 2013-present (key projects):

The Yard Creative: 2017

Award winning interior and brand design agency

I have been working as a freelancer for The Yard Creative, alongside their graphics team on a variety of projects. My role included brand implementation and artworking.

Wise Birds Network: 2017

London based fashion consultancy

I have been working with Wise Birds Network to help develop their brand and design a website.

Swiss Netball: 2014 - present

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

Geneva-based educational charity working in Kenya

An initial branding project for them grew into a series of awareness campaigns and the creation of their website (with a web coder) at www.turkanaeducationfund.org.

ASK: 2014

Geneva-based charity helping children with special needs

Developed a new brand working closely with marketing and digital teams to implement the brand, create guidelines and create their website at www.allspecialkids.org.

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 English/French), International School of Geneva.

Studied Art, English A1 and Geography at Higher Level & French A2, Biology, and Maths Studies at Standard Level.

University Activities

Designer, Plymouth University Design Society:

September 2013 - May 2014

Created promotional materials for the different society events throughout the year.

President, Plymouth University Design Society

September 2012 - May 2013

My role included organising the guest lecture series, including persuading Derek Lockwood, Worldwide Director of Design, Saatchi & Saatchi, to give a talk whilst he was on a business trip to the UK. I also led a team of 12 fellow students and made a profit of £300 by the end of the year.

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).