

Rebecca Matthews

Building brands and campaigns with boundless big ideas.

I enjoy finding innovative solutions to design challenges, whether within the digital space, in print or even exploring 3D and motion. I have a passion for typography which, coupled with an aptitude for writing, has allowed me to execute my ideas both visually and verbally, including writing copy for campaigns as well as developing the tone of voice for various brands.

I am a strategic thinker and enjoy creating knowledge-led brands with confident and distinctive visual languages that continue to have an impact as the brand evolves. I have a very collaborative approach to design, working closely with clients and colleagues to understand the creative challenge whilst using my expertise to help find the right creative solution. In my last role, I assumed the role and responsibilities of the Creative Director whilst they were on a year long maternity leave, which led me to discover how much I enjoy mentoring and developing creative teams and helping maximise their potential.

rebeccamatthewsdesign@gmail.com
London, UK

Website & Team Portfolio:
www.rebeccamatthewsdesign.co.uk
www.defiantdesign.co.uk

About me

I am an ideas-driven brand and campaign designer, who's passionate about finding innovative solutions to design challenges, whether that be physical graphics, digital applications or virtual brand activations.

Education

**BA (Hons) 2:1
Graphic Communication with Typography,**
Plymouth University, UK

BTEC Foundation Diploma Art & Design
(with Merit), Brighton City College.

**International Baccalaureate:
Bilingual Diploma Eng/Fr**
International School Geneva, Switzerland

Awards

Silver Award at the Transform Awards (2017)
for 'Best brand development project to reflect changed mission/values/position' for Volunteering Matters.

YCN Student Award (2014)
for my campaign for the Royal Albert Hall.

Key skills

Conceptual Design
Brand Design
Campaign Design
Art Direction
Print Design
Digital Design
Copywriting
Social Media

Work History

Current role

Freelance Designer (2016 - 2018, 2020 - Present)

Working as a senior freelance designer for various design agencies and clients. Key responsibilities include overseeing and executing creative projects, from concepts through to completion, advising clients on creative direction and strategy and working closely with clients, design teams and suppliers to ensure the success of each project.

Design agencies include:

Octopus Group, Studio Gomori, Havas, Brave Spark, Zeitgeist, Skew Design and Pancentric.

Clients include:

Logitech, Google, Siemens, Synamedia, Visa, Smartsheet, Rolls Royce, Vanish, Airwick, Lad Bible, UberEats, Adobe, Swiss Netball and London Sport.

Previous roles

Creative Lead 2019–2020

Creative Interpartners

Took on the role of Creative Director whilst they were on a year long maternity leave. The projects included branding, print and digital work for clients across a range of sectors including non-profits, cultural institutions, and corporate brands.

Designer 2018–2019

Creative Interpartners

Creating concepts and designs for a wide range of projects from editorial design, branding, digital, campaign and publishing.

Junior Designer 2014–2016

Spencer du Bois

Designing brands and campaign designs for third sector clients. This included working with the strategy team to develop the tone of voice, renaming of organisations and campaign copywriting.

Key Achievements

Brand Design

Spencer du Bois 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. The rebrand led to, a 36% increase in numbers of people supported and 81% of staff saying it has made it easier for them to explain the charity's purpose.

Creative Interpartners Designing and directing the rebrand of JLGB for their 125th anniversary, including defining their brand hierarchy, creating a flexible visual system and tone of voice that could be rolled out across multiple platforms.

Swiss Netball 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.

Skew Design Helping to develop a full brand design and hierarchy for a creative pitch for a global sports body using a digital first approach for their brand.

Spencer du Bois Designing the rebrand of Recovery Focus, including working on the renaming process, creating the brand and logo concepts, developing the visual system, creating the tone of voice and writing the brand guidelines.

Havas Creating new guidelines for Vanish's campaign content, including tv and digital. This included developing specific rules and layout frameworks to ensure consistency across all assets.

Digital Design

Creative Interpartners Designing a social intranet for JLGB to be their central coordination hub for all activities nationwide and make it easier for their youth leaders to plan lessons and events. This involved extensive UX and UI development to work out the structure and user journey, before working on the visuals and working closely with the team of developers to ensure a smooth process.

Creative Interpartners Working on the expansion of the 'British Jews in The First World War' (a lottery funded historical project) to include the entire United Kingdom. This involved a redesign of key sections of the website as well as introducing new features particularly the introduction of interactive maps.

Campaign Design

Octopus Group Creating various multi-channel, global campaigns for Logitech to promote their home office products. This included adjusting images and copy to match the local culture and language of specific markets.

Studio Gomori Designing a social media campaign for London Sport in partnership with Chipotle.

Octopus Group Designed and art directed a social media campaign for Synamedia. This included creating initial concepts, crafting copy lines and artworking the final images.

Spencer du Bois Designing and implementing the concept for the National Union of Students campaign against further education cuts ('FE Unplugged').

Octopus Group Designing the winning pitch concepts for a multi-channel campaign for Iris Software.

Event Design

Creative Interpartners Designing JLGB's Award event at the Roundhouse, London. Attended by 1,200 people and headlined by Craig David.

Creative Interpartners 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%.

Zeitgeist Creating and artworking large scale event graphics for a Sport Bible summer beach event.

Editorial Design

Creative Interpartners Project managing a 30 year anniversary commemorative coffee table book for Stanbic IBTC Bank, including a week in Lagos, Nigeria, art directing photoshoots; producing all the copywriting; and overseeing two different printers for specific editions of the book.

Creative Interpartners 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