

Rebecca Matthews

I am an ideas driven, senior brand designer, with a passion for storytelling through engaging design.

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.

Current role

Rebecca Matthews Design

Senior Freelance Designer 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. The agencies I am working with include Octopus Group and Studio Gomori.

Education

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

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

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, 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.

Languages

Native English speaker; fluent in French

Previous experience

Creative Interpartners

Creative Lead 2019–2020

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.

I was asked to take on the 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:

- 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.
- Winning both creative pitches made during this period.
- Overseeing and managing the whole studio during a month-long illness of the Managing Director.
- Recruiting, training and managing interns and junior members of staff.

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

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

Junior Designer 2014–2016

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.

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 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.