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Further creative samples

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- QuarkXPress
- Microsoft Office
- Dreamweaver
- Flash
- HTML

Key skills

- Creative and design for print
- Project management, brief to print
- Development of corporate identity
- Concepts for marketing campaigns
- Management of print production
- Photography and art direction
- Digital and hand-illustration
- Image production, retouching
- Proofreading, copy writing
- Management of a design studio
- Web design
- E-marketing and HTML

Qualifications

BA Degree in Typography & Graphic Communication (4 yrs)

The University of Reading 1997–2001

- Studied layout, letterforms and legibility
- Studied history, processes, and techniques of printing and book design
- Accomplished photographer with ability to develop film and photographic prints
- Work experience in department studio, commissioned by external clients
- Same 4-year degree now worth BA + MA

Secondary Education

Theale Green Community School 1990–97

- A-Levels in Art (A), Music, English Lit., History of Art, General Studies
- Nine GCSEs, grades A to C including Maths and English, Art (A), Design (B)

TEFL Certificate

Costa Rica Nov–Dec 2008

Teaching English as a Foreign Language



About me

I am a hard-working, friendly person with good communication skills and keen attention to detail, comfortable working alone or as part of an established team. I enjoy photography, painting and I also write, record and perform my own music. I'm well traveled and since 2008 I have spent most of my time in Costa Rica where I currently live for the cold part of the year! I stay fit and healthy and make the most of the outdoors and nature around me. I'm liberally minded, generous and concerned about the state of our planet. I love life and all it has to offer.

Work and life experience in the last 12 years

I have been a freelancer since 2006 and formed my own limited company in 2010. Much of my freelance work in the last twelve years has been book design. I provide authors with the complete service of design, typesetting, photographic production, illustration, ebook production and proofreading if needed. Cover designs often include my own photography and art. I manage each project from concept to print and enjoy working directly with authors to help make their words into beautiful publications. This work has helped me really understand a client's needs and my move into this area of design saw me come full-circle back to my BA Degree, allowing me to draw on my university studies in a valuable way.

Self-published authors choose to use me again and again; I have worked on up to four publications for some clients. Other repeat customers include publishing houses like CPI Clowes, a political group, a learning institute and The Florence Nightingale Museum in London.

In the past I've had clients based in the US, Australia, Switzerland, Kosovo, Spain, Kenya, Costa Rica and many parts of the UK.

Recently in Costa Rica, I've been a Sales, Marketing and Design Manager for a group of two spas, a healthfood shop and a clothing boutique. I have done real estate and food photography, using Photoshop for enhancement and post-production. I managed social media and design for a summer school. I also help locals with corporate identities and stationery for their own businesses.

I've painted murals and signs by hand. I have also taught English privately and in local schools after completing a four-week TEFL course. I helped manage a beachfront lodge for over a year and run a vacation planning and real estate business with my fiancé. Planning the logistics within family vacation itineraries to suit the needs of each client has enabled me to improve on my organisational skills.

Freelance contract work in the UK

From April 2007, I freelanced regularly for AA Publishing. I worked in the digital imaging department where I scanned, cleaned and colour corrected images for the AA Travel Picture Library. I was involved in design, artwork and reprographics for the Book Design department. I also undertook projects for the Marketing department and produced digital illustrations for the Risk-Management department.

I have worked through creative recruitment agencies in and around London. Past contracts include: *Sony Entertainment*, London; *The FA Group*, Wembley Stadium; *Britax*, Andover; *United Image*, Reading; *Pharmedicare*, Godalming; *Courts Design*, Hook; *Axa/Winterthur*, Basingstoke; *Hot Diamonds Group*, Reading; *Capita*, Reading; *Clockworx Design*, Dorset; *Publicis*, London; *Local Dialogue*, London; *Hotcake Marketing*, Windsor; *Clarity Communications*, Reading; *Maritz*, Marlow; *Creative Direction*, Wokingham; *Charlton House*, Reading; *Graphic Impressions*, London; *PRP Architects* in Smithfield, London; *HH&S*, London and *Café Create*, Windsor



MATT SWANN CREATIVE

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Early employment history and experience

Creative Artworker *National School of Government*, (contract) Nov 06–Apr 07

- Worked on a variety of publications, brochures and exhibition stands
- Produced pdf flyers with active links, and HTML emails
- Managed print and production
- Identity design for various departments, very positive client feedback
- Training in studio management

Artworker & Production Executive *Crown Golf*, Feb–Jul 06

Part of a new marketing team of three with new campaigns introduced constantly, each with different specifications for all 31 golf centres.

- Project management and artwork for DM mailings, posters, leaflets, corporate literature, style guides, POS and banners
- Managed all studio print with quotes ready in advance
- Forged valuable relationships with suppliers
- Managed the design and supply of all POS materials to all 31 clubs

Graphic Designer *Sovereign Housing Group*, Feb 02–Feb 06

Most notable project - managed and designed the corporate identity, stationery and guidelines for the new group structure.

- Designed brochures, annual reports and other printed materials, adhering to corporate style when necessary
- Liaised with internal clients and external printers
- Made presentations to the Chief Executive and the board
- Researched legalities of identity design
- Personally introduced and consulted on the use of Adobe InDesign

Freelance Artworker *Dunwoody Sports Marketing*, Summer 04

- Artwork for print. First experience of Adobe InDesign (self-taught)

Graphic Designer *Designandprinting.com*, Dec 01–Feb 02

Design for print for a self-employed graphic designer and printer

- Gained valuable knowledge of the printing industry

Summer 2001 work experience *Image Box Design*

- Many varied jobs for print undertaken
- I gained valuable insight into how a design agency works

Personal details

Nationality: British

Date of birth: 26-01-79

Phone: +506 7171 5981

Email: mattie.swann@gmail.com

I speak Spanish to an intermediate level

Full UK driving licence held since 1997

References available on request

Matt Swann Creative Limited – Registered in England and Wales, No. 7466633
21 Pelican Road, Pamber Heath, Tadley, Hampshire RG26 3EN, UK

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