



INFO

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ABOUT

I'm a multi-disciplinary Creative Lead & Art Director currently based in London, UK.

My 7+ years of both in-house and freelance experience have allowed me to hone my skills and I currently specialise in Conceptual and Innovative Creative Direction across Digital & Physical advertising campaigns, Bespoke Digital Content Creation and Art Direction.

I pride myself on my technical mind, my ability to quickly familiarise myself with new design techniques and adapt my way of working to produce the desired, high quality deliverable. Being a creative thinker, I love to formulate and execute concept driven ideas that push boundaries and exceed expectations. I'm confident in my ability to influence key stakeholders when presenting to get the idea across the line. I skill share with my peers and mentor junior colleagues to assist in the development of their own design skill sets, thus pushing team boundaries and innovation further.

My passion lies with learning all that I can and being bold with my concepts. This has pushed me throughout my career to improve technically, developing a keen eye for detail and become the go to member of the team wherever I've worked for creative problem solving and taking ideas a step further.

EDUCATION

2012 - 2015
**MANCHESTER METROPOLITAN UNIVERSITY
SCHOOL OF ART**
Graphic Design BA(Hons) Degree

2011 - 2012
**MANCHESTER METROPOLITAN UNIVERSITY
SCHOOL OF ART**
Awarded a Distinction in Foundation Diploma in Art and Design

DESIGN EXPERIENCE

April 2019 - Present

END. Senior Digital Creative

Working as part of the London based design team in a unique role leading all of END's promotional marketing campaign creative across all Digital and Physical platforms as well as working on campaigns and our SMU brand partnership storytelling.

Using my previous experience and knowing the direction that END. was heading, I could inject a new creative direction into the business in order to help grow the brands impact on a global scale. This has included working with the Newcastle based marketing team and C-suite stakeholders to produce best in class promotional content to stand out in a crowded marketplace. Since starting the role and changing the creative direction of these promotions, END. have seen high % increases in both engagement and purchases as well as copycat campaigns from competitors. Being in this unique role has meant that I'm solely responsible for company-wide campaign creative ideation, production and delivery. Throughout my time at END. I've worked to improve workflow and output of the team by introducing Principle prototyping and sharing my knowledge in other software/processes in addition to developing my own skillset by learning a new software such as Cinema4D, Redshift, Unity, Figma and Webflow.

This creative direction has also extended to our brand partnerships, creating one off assets that previously would have been outsourced to agencies and creating the brands first fully in-house, omni-channel Christmas campaign which connected the dots between the customers experience in-store and online both on our website and both iOS & Android apps.

April 2015 - Present

FREELANCE Creative Lead & Art Direction

Throughout my career I've worked on a number of freelance projects ranging from art directing photoshoots for fashion brands, creating websites for a variety of clients all the way through to producing creative for global award ceremonies and creating print advertising material for theatre productions and films.

April 2016 - April 2019

BURBERRY Digital Designer

Mid-weight Digital Design role working as part of the Bought & Bespoke media team, leading Burberry's conceptual and innovative design across all Digital and Physical Burberry advertising campaigns.

Through collaboration with a multitude of teams, I created bespoke digital content that focused on user experience and global brand impact for audiences across both owned and bought media platforms. Ownership of digital projects has enabled the opportunity to manage the end to end execution of global briefs, from curation and development of ideas through to the presentation and delivery of final projects. Through direct collaboration within Burberry as well as external partners, I developed an omni-channel understanding of business processes through the successful execution of multiple projects.

March - April 2016

CRAVE COMMS Junior Creative

Working as part of a 3 person design team producing designs across print and digital for a variety of clients ranging from BBC, Liverpool International Music Festival, The One Group and a number of record companies.

January - March 2016

CONDE NAST Digital Designer

I was tasked with designing interactive editorial pages for all mobile and tablet devices. This involved working on the layout and typographic treatment as well as; producing a wide variety of animations, videos and generating designs and ideas for multiple issues of a number of Condé Nast titles. This also involved assuring the issues were of a high and consistent standard across all platforms.

July 2015

HAVAS LYNX Junior Creative

I worked on a number of health briefs for various audiences along with working with the MNDA to develop an infographic template to be used in their internal and external presentations.