

Katherine Matthews

Creative. American, Aquarian, 30-years-old, married to a Brit. Fast-paced, London-based future-chaser.

I am a highly creative and dedicated graphic and web designer, with a passion for finding fresh and original solutions for over ten years. Combined with my level-headed and rational approach to clients' needs has led to an expansive body of work with outputs for clients ranging from adidas, Chanel, Facebook, Pernod-Ricard, Plenaire, Public Health England, Reuters and Swarovski.

Core Skills

- + Design-led thinker, with the advanced ability to strategise creatively and utilise alternate thinking in the development of new ideas and concepts for actionable deliverables
- + Confident speaker and clear communicator. First-rate project leader with experience in tight deadlines, multiple stakeholders, multimedia outputs, final delivery at senior levels, team management and mentoring
- + Passionate about innovative ideas; a problem solver, curious and constantly interested in future-facing outputs
- + Constantly researching cultural references, innovative design, and new aesthetics. A deep understanding of trends and trend forecasting across design, digital media and fashion.

Technical Skills

Adobe Suite

- + 10 years experience in Acrobat Pro, AfterEffects, Illustrator, InDesign and Photoshop

Graphic Design & Layout

- +10 years experience in print (books, booklets, brochures, magazines, posters, fliers, branded materials, packaging), web (websites and microsites), and apps
- +3 years experience in digital presentations (Powerpoint and Keynote) and Office templates (Word, Excel, Powerpoint and Outlook)

Web Design & Development

- + 7 years experience in Wordpress, HTML5, CSS3 and CMS templates
- + 2 years experience in Google Slides, Webflow, Squarespace, and Mailchimp

Branding & Brand Strategy

- + 5 years experience in naming, brand story, logo design and development, visual identity and applications across print and digital media

Graphic and web designer.

Flamingo Research, Ltd. | London | October 2018 - Present

Partnering with the senior designer to create all company and client materials: physical, print, and digital. Telling the brand story across a variety of applications and clients. Collaborating with team members to develop presentations in multiple styles while maintaining overall brand look and feel. Liaising with suppliers and stakeholders, locally and internationally. Working to tight deadlines to deliver final outputs. Overseeing and assisting in social media and email content creation and deployment through Instagram, LinkedIn, and Mailchimp.

- + Leading design on £500 quarterly trend forecasting subscription, from initial concept to final roll-out, along with accompanying promotional and sales materials, digital and print. Some key subscribers are LVMH, Netflix, and Samsung.
- + Designing client debriefs and company reports and presentations in Powerpoint, Keynote, Indesign, Squarespace and Webflow for audiences such as APG, ESOMAR, the MRS Awards, and BBC
- + Developing motion and film materials with Final Cut Pro and AfterEffects for internal and external presentations, marketing and client outputs

Head of graphic design and print.

Copperstones, Ltd. | London | August 2018 - September 2018

Overseeing all company outputs in the form of trade books, digital brochures and website. Working in tandem with the content manager and social media manager to produce said outputs. Editing videos for use in social media and on website. Working to tight delivery deadlines for new development launches.

- + Leading development of mixed-media content such as blueprints, footage, text, and photography into physical and digital outputs
- + Guiding design and maintenance of company website through Wordpress, directing revamp of website and business visual identity
- + Liaising with production companies and trade partners in London and internationally to assure standards of excellence across all print products

Graphic and web designer.

Freelance Graphic Design | USA | September 2008 - August 2018

Creating print and digital media layouts, typography, illustration, photography, packaging, web and app design work across a variety of industries. Providing timely work and self-managing all business concerns. Working with third-parties to assist clients and ensure best results.

Head of design and production.

BFS Printing, Banners, Etc. | USA | November 2016 - August 2018

Heading design of all materials, leading a team in fabricating all on-site products. Designing and developing print materials and online products, Managing all web and social media content. Ordering and interfacing with trade partners. Improving product quality, and increasing clientele by high level of work and visible commitment to result.

Head of design and production.

Visual Impact Signs | USA | November 2016 - August 2018

Designing all signs and displays, assisting in development and fabrication. Close interaction with owner of the business to tailor designs to client specifications. Heading production team to create all materials. Interfacing with both clients and manufacturers to ensure satisfaction.

Senior graphic designer.

The Point Group, LLC | USA | July 2015 - November 2016

Creating visual components and design works. Providing consultation, conception and design regarding brand, brand presence (online and physical) and brand aesthetics. Improving product copy through personal initiative. Ideating marketing strategies and products.

Senior graphic designer.

Connected Sparks | USA | March 2016 - November 2016

Working in a remote capacity to develop and expand visual framework for Lyka educational toy. Engaging with CEO, and consolidating input from all other members of Connected Sparks team, to produce cohesive finished products. Employing illustration and layout skills. Analyzing and improving Lyka kit.

Junior graphic designer.

PACE Advanced Water Engineering | USA | February 2012 - August 2012

Enhancing company standing in the field through layout, design, copywriting, and infographic development. Improving company web presence through search engine optimization, best practices, and web design.

Education

California State University Long Beach | 2008-2013

BFA Graphic Design — Web Design Minor

Magna Cum Laude (2:1 Equivalent)

Please contact me directly for any current portfolio pieces.