

# Katherine Matthews

**American, Aquarian, 32-years-old,  
married to a Brit. Fast-paced,  
London-based future-chaser.**

I am a highly creative and dedicated senior graphic and web designer, with a passion for finding fresh and original solutions for over ten years. 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 trend macro and microsystems across design and fashion.

## Technical Skills

### SOFTWARE

- + Adobe Suite, Figma, Final Cut Pro, Google Suite, Microsoft Office Suite, and Procreate

### DESIGN + PRODUCTION

- + Digital, print, web and app design
- + Digital presentations, Office templates and email signatures
- + Print production from concept to output, including large-format and specialty

### WEB DESIGN + DEVELOPMENT

- + Webflow, Wordpress, HTML5, CSS3 and CMS templates
- + Email building in Intercom, Litmus and Mailchimp

### BRANDING + BRAND STRATEGY

- + Led in Habito's visual identity rebrand and rollout
- + Past experience in brand story, logo design and development, visual identity and application

### BONUS

- + Interaction design with Lottie animations built in After Effects

## Senior brand designer.

HABITO | LONDON | AUGUST 2020 - PRESENT

- + One of the leaders in the visual identity development at Habito, leading implementation of the identity as brand guardian after handover. Working in partnership with the Product Design team to apply the identity across all touchpoints of the business.
- + Leading the design and development of the Habito Content Hub. Sourcing the agency and overseeing execution both through art direction of the project itself and by managing the build on Webflow. Mentoring a Habito copywriter in becoming the Content Hub editor and partnering with her on strategy and visual content.
- + Directing the creation of social media content in line with the new visual identity; guiding Habito's Community Manager in learning Figma and developing a design eye.

## Integrated designer.

FLAMINGO RESEARCH, LTD. | LONDON | OCTOBER 2018 - MAY 2020

- + 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 the 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.

## Integrated designer.

FREELANCE | 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.

## Head of design and production.

BFS PRINTING, BANNERS, ETC. | USA | NOVEMBER 2016 - AUGUST 2018

- + Heading design of all materials and leading the team in fabricating all on-site products.

## Education

CALIFORNIA STATE UNIVERSITY LONG BEACH | 2008-2013

BFA Graphic Design — Web Design Minor  
Magna Cum Laude (2:1 Equivalent)