



- 📞 07956 338 251
- ✉️ designer@mattclayton.me.uk
- 🌐 mattclayton.me.uk
- 📷 @option1_v2.png
- 🎵 @mt_quinton

Experience

Formidable - Senior Designer

November 2022 - Present

Achievements







- ✦ Reworked Formidable's brand identity
- ✦ Updated all pitch deck templates and transitioned presentations from Powerpoint to Canva

Responsibilities

- ✦ Lead designer on Lego Duplo and Amazon: oversee all design-led content for Always On, reactive and social campaigns across Instagram.
- ✦ Oversee Formidable's roster of freelancers
- ✦ Assist project managers with budgets regarding design resource
- ✦ Manage design resource across new business pitches







Professional Skills

-  **GRAPHIC DESIGN**
Visual communication through type and image
-  **MOTION DESIGN**
Animation & video editing
-  **BRANDING**
Brand identity
-  **TYPOGRAPHY**
Digital type manipulation
-  **ILLUSTRATION**
Digital drawing techniques
-  **PHOTOGRAPHY**
Image manipulation



Software Knowledge

-  Full Adobe Creative Suite
-  Photo manipulation/editing software such as Photoshop and Lightroom
-  After Effects as a tool for animation, video editing and VFX
-  Presentation design, using Canva, Keynote and PowerPoint

That Lot - Senior Designer

February 2021 - November 2022

Achievements

- ✦ Refreshed and evolved Prime Video UK's social visual identity to engage with and attract a GenZ audience
- ✦ Lead designer in the production of mockumentary 'Sexual Chocolate - Beneath The Wrapper'. The content was released on the Prime Video streaming platform and Youtube channel ahead of the release of Coming 2 America, one of Prime's biggest film productions of 2021

Responsibilities

- ✦ Lead designer on That Lot's biggest account, Prime Video UK
- ✦ Lead designer of the LAB, a creative hub dedicated to producing new and innovative social content formats
- ✦ Line manage a team of junior and midweight designers
- ✦ Manage design resource across new business pitches
- ✦ Lead regular inspiration sessions across the company

Two Circles - Senior Designer

June 2019 - February 2021

Achievements

- ✦ Creatively involved in a wide range of sports sponsorship deals around the world
- ✦ Contributed creatively to video content used in the

signing of global sports partnership deals

- ◆ Visual design and branding for RugbyX, a new 5v5 format of rugby.

Responsibilities

- ◆ Design a range of dynamic and engaging presentations for commercial partnerships deals across men and women's football, rugby, and cricket.
- ◆ Support video productions with motion graphics for social platforms
- ◆ Line manage a small team of junior designers
- ◆ Produce dynamic printed materials for commercial sports opportunity pitches
- ◆ Create design assets for TV and web, and interactive presentations

The ODXC Collective - Integrated Designer

October 2018 - 2020 Present

Responsibilities

- ◆ Design promotional assets for musical collective ODXC, including music artwork, animated social media assets, and contributions to digital marketing campaigns
- ◆ Art directing professional photoshoots for upcoming artists and musicians
- ◆ Brand guardian of ODXC Collective



Arsenal Football Club - Designer

May 2016 - June 2019

Achievements

- ◆ Assisted in the design process and pitch for Arsenal's first multi-million pound sleeve deal with Rwanda Tourism
- ◆ Produced the Club's first ever matchday programme style zine, shared globally with high-profile clients
- ◆ Implemented the use of motion graphics throughout the Club's partnerships sales collateral
- ◆ Redesigned and refreshed existing marketing and sales collateral across various platforms

Responsibilities

- ◆ Build digital and printed graphics and collateral to assist the club within the commercial partnerships market.
- ◆ Visualize commercial partnership rights offerings through bespoke mockups
- ◆ Design engaging visual content connecting Arsenal with their fans across social media.
- ◆ Create bespoke animated match-day infographics
- ◆ Line manage a junior designer

Admedia - Creative Designer

October 2013 - May 2016

Achievements

- ◆ Refreshed the company's overall brand identity
- ◆ Oversaw the creative design process to launch the

company's first digital OOH platform, *Evolve*

Responsibilities

- ◆ Work across a variety of multi-media design projects including: videography and photography, HTML e-mails, website banners, posters and brochures
- ◆ Mentor to the Junior designer
- ◆ Create suites of mockups used to support sales pitches

Education



BA(Hons) Graphic Design

Sir John Cass department of Art, Media and Design, London Metropolitan University
September 2009-May 2011



Foundation Degree Graphic Design

Southwark College, Bermondsey
September 2007-June 2009

Hobbies



Comics



Movies



Footie



Streetwear



Photography

Portfolio

