# Matt Norwood

*Creative Designer*

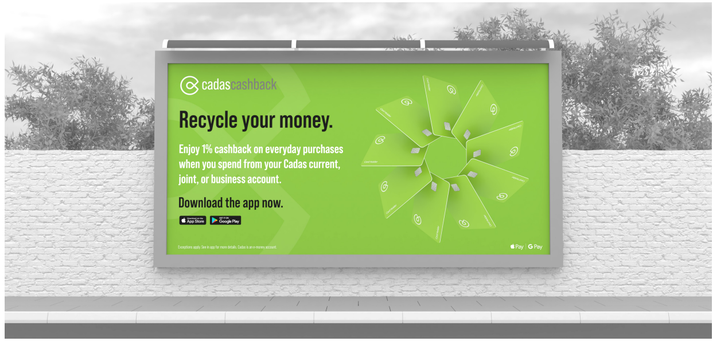
**Portfolio**

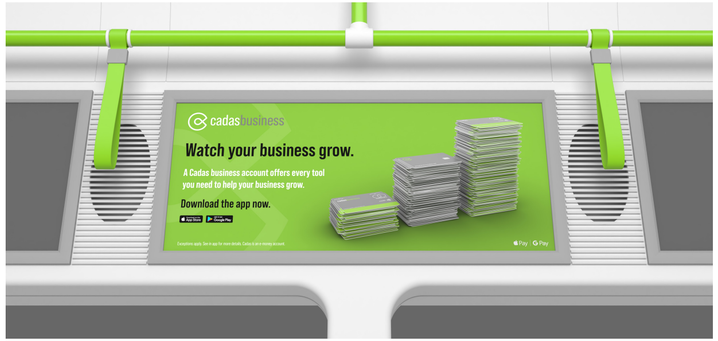
# Cadas
## Advertisements

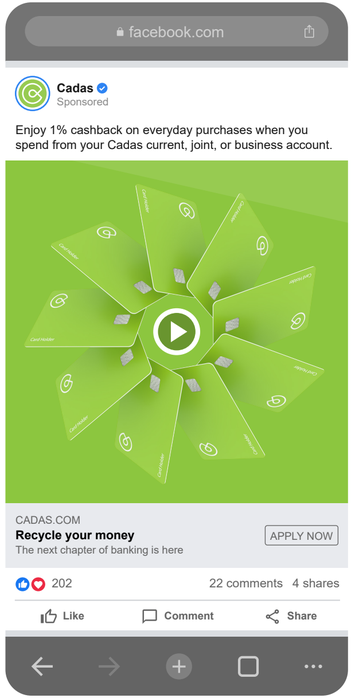
Cadas is an upcoming financial technology company that offers banking services, such as current, joint, and business accounts. Cadas also plans to launch BNPL and other credit facilities in the future.

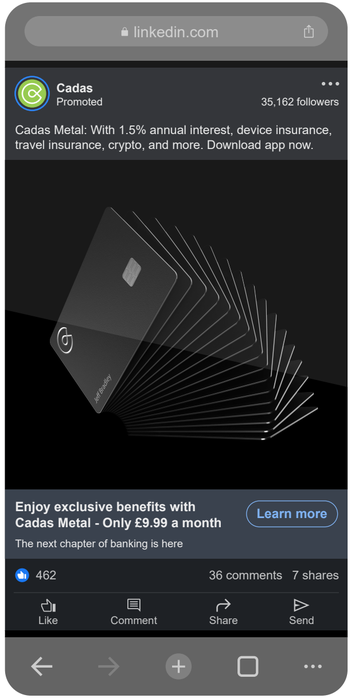
I was approached to develop Cadas' branding for cross-media advertisements. Having decided upon a bold colour palette I designed various card types to suit the brief. Using the cards as the main focus of each advertisement, placement in artistic shapes and patterns allows them to become instantly recognisable. For this campaign I created digital, social media, underground, and large format billboard print ads. Design ideas are shown in situ and in stylised 3D environments.

**Software used:**
3ds Max - V-Ray
Illustrator
InDesign
Photoshop
Rhino3D



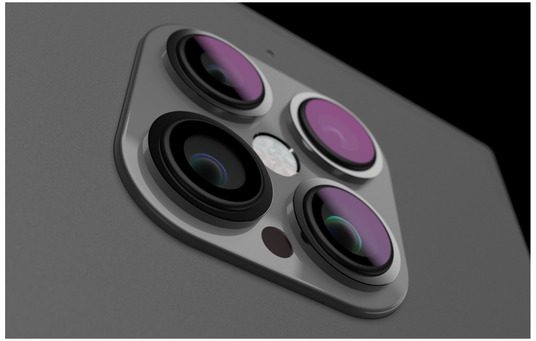


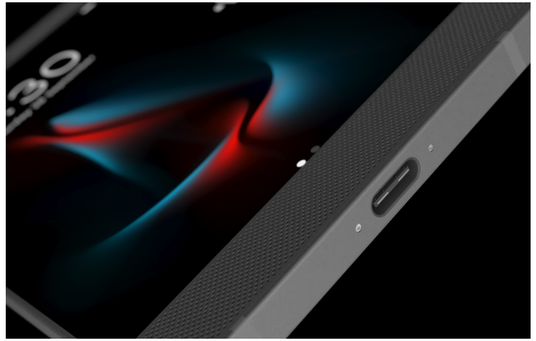
## Phox
Look Dev

Phox is a new brand of Android-based smartphone which focuses on powerful, UHD mobile gaming. All devices feature 4k displays, cameras ranging from ultra-wide to telephoto, front-facing virtual surround sound speakers, and device-wide haptic feedback.

Designed for the product prototyping stage, these look development renders were used by product designers, engineers, and stakeholders to deliver the concept and gain a deeper understanding of the product's market potential. Using artistic lighting and camera angles, I created a range of 3D renders to show the smartphone's form factor and overall aesthetics from various angles.

**Software used:**
3ds Max - V-Ray
Photoshop
Rhino3D





## Skyline
Page Layout

Skyline is a landmark tower located in the true heart of London City, offering views from Canary Wharf to the West End from its collection of exceptionally specified apartments.

I was approached to design Skyline's marketing brochure, with a brief to keep the design clean and bold. I opted for a modern, square format design, and suggested a heavy weight paper with satin finish cover, ensuring a premium look and feel. I worked to a minimalistic design, utilising empty space and contrasting with large text to aid accessibility. Lastly, I opted for two spot colours to inject vibrancy into the design, which was used throughout all marketing materials to develop a solid brand identity.

**Software used:**
InDesign
Illustrator
Photoshop

## Aliwood
Archviz

Aliwood was a new business venture from a well established company who wanted to branch out into a new product range; bespoke roof lanterns for high-end residential properties.

As a newly launched product Aliwood did not have any imagery of their roof lanterns in situ, to use for their marketing materials. I was approached to produce full 3D environments depicting how the roof lanterns would look inside clients homes. I was supplied with detailed CAD plans which I translated into a 3D models and built environments based on their target demographic properties.

Images were used for all marketing materials including website, brochures and social media posts.

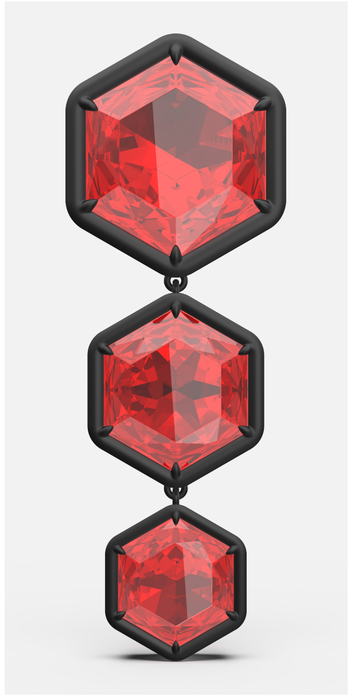
**Software used:**
3ds Max - V-Ray
Photoshop
Rhino3D

## Dark Moon
Product Renders

Dark Moon is an Etsy shop launched by a small business owner to sell her self-designed, home-made Gothic and alternative jewellery, ranging from earrings to bracelets and necklaces to rings.

I was approached with hand drawn designs and asked to produce POS product renders. The brief was to create photo realistic models with consistent lighting. I modelled the drawings in CAD software and then created a virtual, high key studio set-up, that each product can be imported into and quickly rendered out with consistent camera angle and lighting.

**Software used:**
3ds Max - V-Ray
Photoshop
Rhino3D



# Blue Leaf
## Branding

Blue Leaf is an IT tech support company, providing managed IT and consultancy services. They also provide VoIP, server hosting, and IT sales to businesses across the UK.

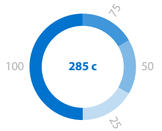
As part of a re-branding project, Blue Leaf approached me with a detailed brief, to create a new corporate identity. This included a new set of brand guidelines, a logo, primary and secondary colour palettes and modern style typography. An ident was also created to help communicate to audiences in a more informal way - stylised using the logo split into two chevrons. I depicted how this new branding would be used on stationary, merchandise, and a 3D concept on an exhibition stand.

**Software used:**
3ds Max - V-Ray
Illustrator
InDesign
Photoshop

Blue Leaf

Blue Leaf

Blue Leaf




**Primary**
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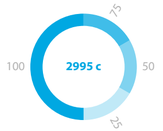
Hex: #0071CE
CMYK: 91 / 49 / 0 / 0




**Primary**
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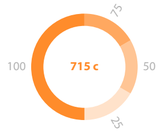
Hex: #00A7E1
CMYK: 81 / 8 / 1 / 0



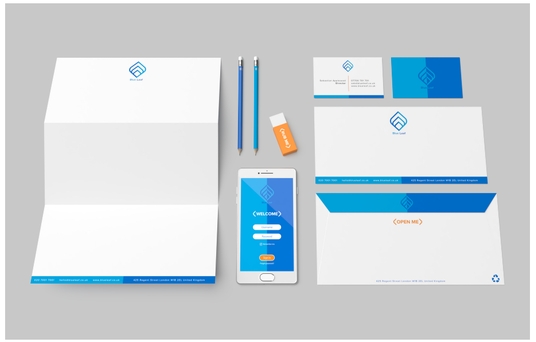

**Secondary**
RGB: 248 / 141 / 42
Hex: #F88D2A
CMYK: 0 / 57 / 87 0

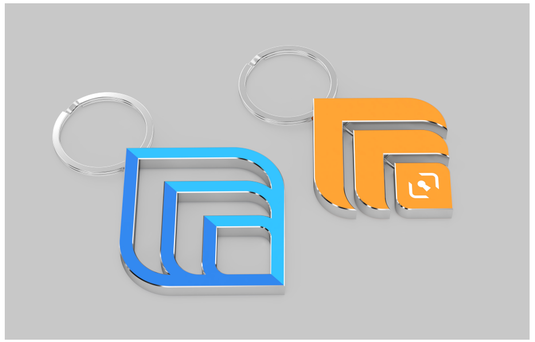
**HEADINGS**
PROXIMA NOVA BOLD
ALL CAPS
TRACKING: 50

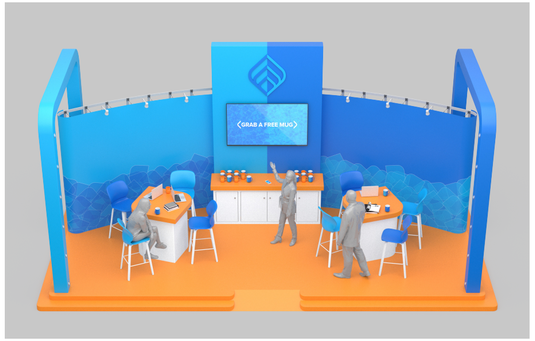
SUB-HEADINGS
PROXIMA NOVA MEDIUM
ALL CAPS
TRACKING: 120

Body Copy
Arial Regular
Mixed-case
Tracking: 20

<IDENT>



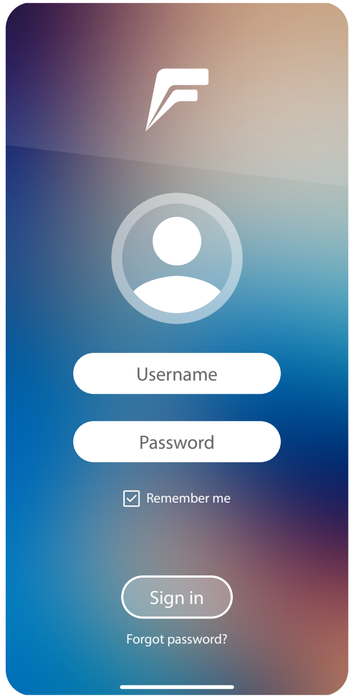


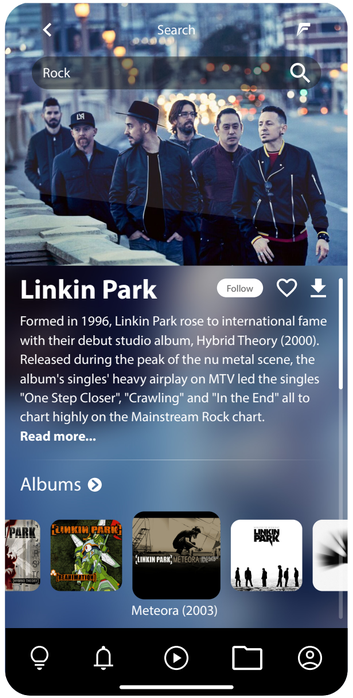
## Fluctus
App UI

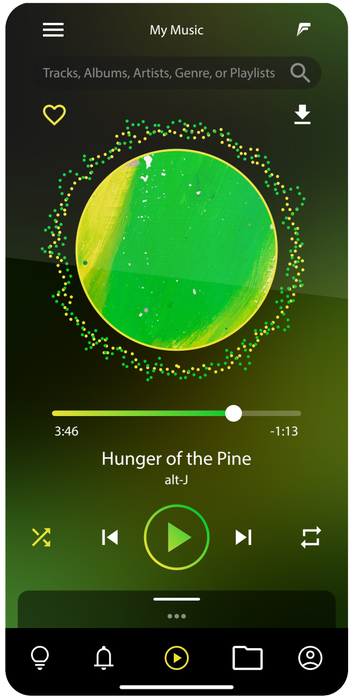
Fluctus is a music streaming app with a key focus on moving graphics and putting album artwork front and centre of the UI. The app incorporates user-selectable audio waveforms.

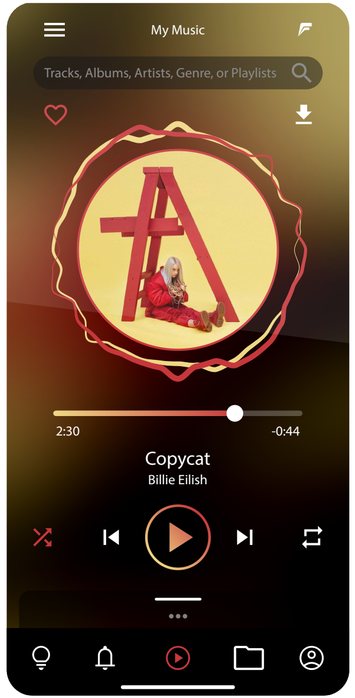
The brief was to create an interactive demo of Fluctus, and to show the style of the various user-selectable audio waveforms in a vibrant format. I created the app's main template in Illustrator, and used Photoshop and After Effects to enhance the design further. This was then imported into XD where all elements were connected together to create an interactive visualisation.

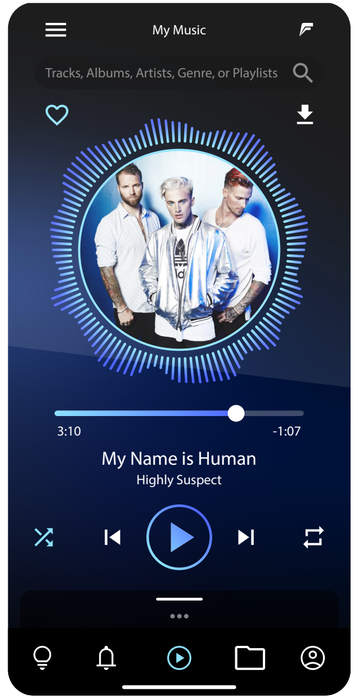
**Software used:**
After Effects
Illustrator
InDesign
Photoshop
XD



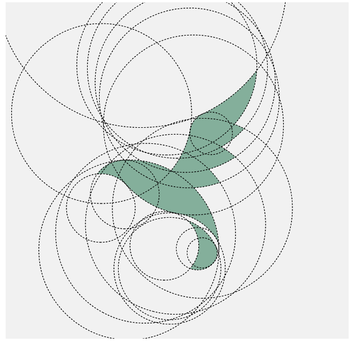



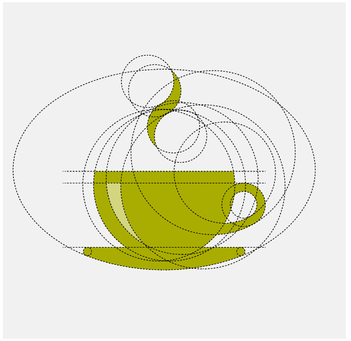
## Various
Vector Graphics

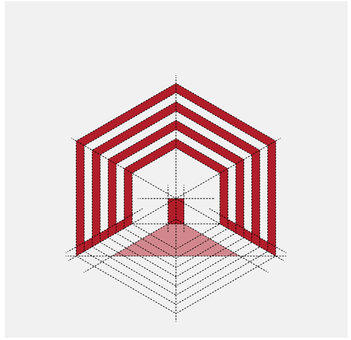
My expertise in vector graphics ranges from simple icons to company logos. Working to loose or detailed briefs I can create artwork to be used for various marketing purposes including brochures, infographics, adverts, social media posts and e-newsletters.

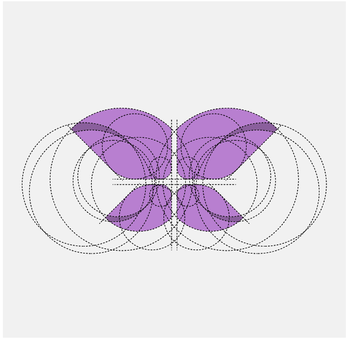
I design in a simple, efficient and concise way. Clients are provided with their chosen vector graphics in a range of colours to suit their brand palette and a range of formats to be used within their design process including JPEG, EPS and PNG or any other requested file formats.

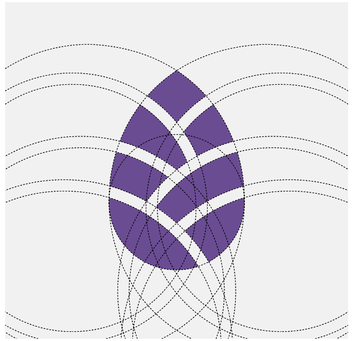
**Software used:**
Illustrator

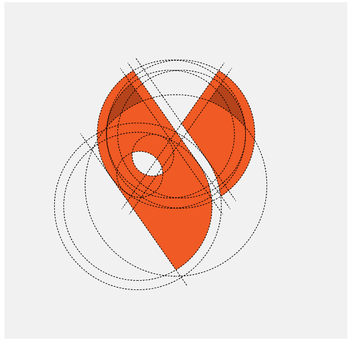


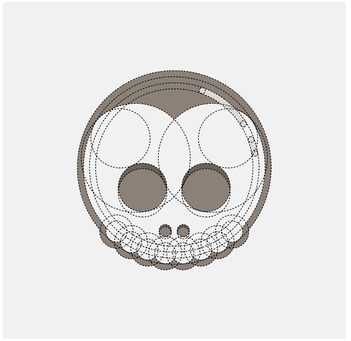


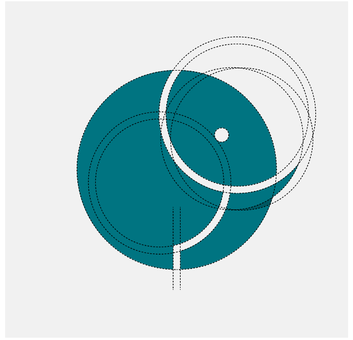


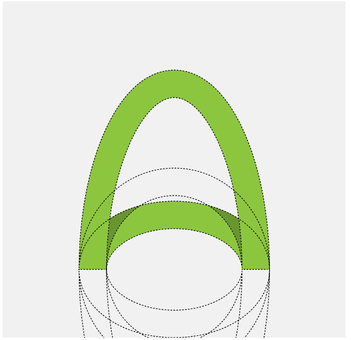












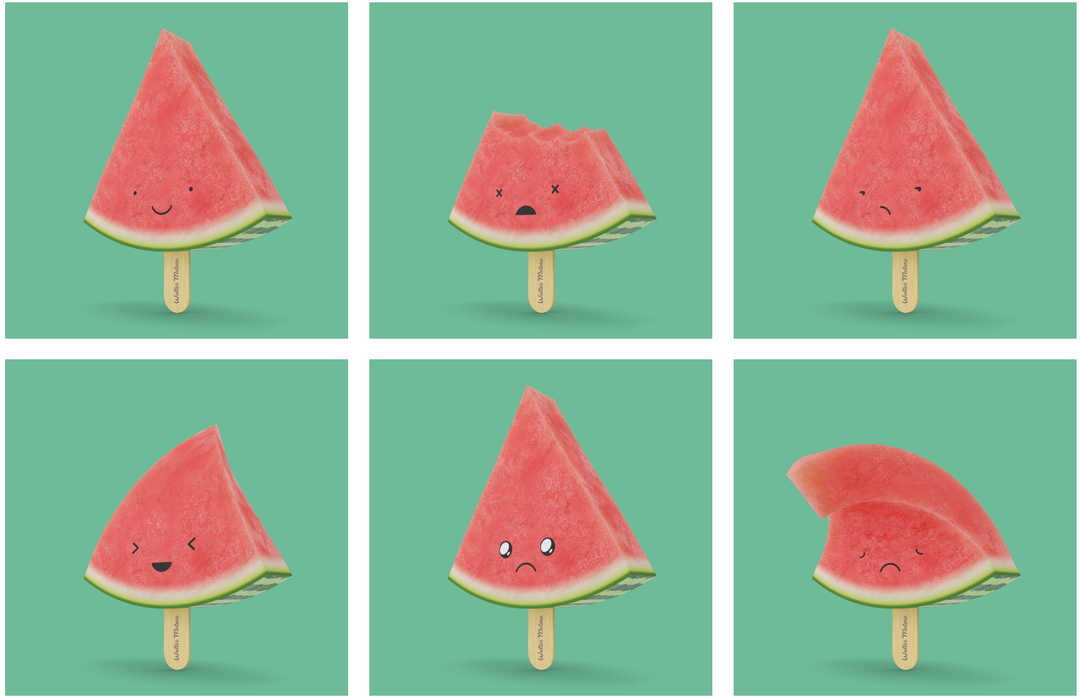
## Personal Project
Walter Melone

Due to my passion for design and consistent learning and development, I often work on personal projects to allow me to upskill and test more efficient ways of producing the best quality artwork.

The example shown here is Walter Melone, an adventurous little chap made from watermelon! He is to star in a range of fun cards which will be available on Etsy.

I wanted Mr Melone's design to be somewhere between stylised and realistic, and feel I achieved a good balance using Blender's procedural shaders. The expressive faces were drawn in Illustrator and exported as transparent PNGs.

**Software used:**
Blender - Cycles
Illustrator
InDesign
Photoshop



## CONTACTS

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