



Matt Norwood

Creative Designer

CV

PROFILE

A self-motivated and experienced creative designer, specialising in branding and multi-channel campaigns. Proficient at creating a clear and streamlined flow of information, whilst maintaining excellent attention to detail

SKILLS

- | | |
|--------------------|------------------------|
| Graphic Design | Attention to Detail |
| Print and Digital | Working Under Pressure |
| Creative Layouts | Time Management |
| Digital Prototypes | Prioritising Workloads |
| Video Editing | Project Management |
| 3D CAD Modelling | Communication |

SOFTWARE

- | | | | | |
|----------------|-----------------|-------------------|---------------------|--------------------|
| Id
InDesign | Ps
Photoshop | Ai
Illustrator | Ae
After Effects | Pr
Premiere Pro |
| Xd
XD | Blender | Rhino3D | 3ds Max | V-Ray |

EDUCATION

- | | |
|---|-------------|
| The Open University
Design and Innovation
<i>Finding solutions to problems that affect every aspect of our lives</i> | 2016 - 2017 |
| The Open University
Introduction to Law
<i>Understanding the role and place of law in today's society</i> | 2006 - 2007 |

CERTIFICATIONS

- | | |
|---|------|
| Robert McNeel and Associates
Rhino3D Specialist | 2020 |
| The Open University
Legal Studies | 2006 |

EXPERIENCE

2001 - Present **Freelance**
Creative Designer
Creating engaging content across traditional and new media platforms

- Prepare strong conceptual artwork for print and digital media
- Design multi-channel campaigns
- Create strong brand guidelines for new and existing companies
- Regularly collaborate with clients to ensure design briefs are met and help iterate design concepts

Main Duties: Logo design, infographics, app UI, 2D and 3D product visualisations, signage and exhibition design, video editing, 3D animations

2010 - 2017 **Apple**
Business Specialist
Generating excitement and energy around Apple's business-to-business products and services

- Support clients during every stage of procurement
- Produce quarterly executive summaries
- Provide clear and concise information to clients during B2B briefings
- Establish and maintain professional working relationships with internal and external teams

Main Duties: Create presentation content, manage complex sales pipelines, negotiate pricing and deadlines, mentor new starters

2007 - 2009 **Photographix**
Studio Manager
Managing a productive, team-orientated design studio whilst exceeding clients' expectations

- Lead a team of designers whilst encouraging personal development
- Write and edit advertisements for national press
- Final sign-off on all projects before publishing, to maintain consistency and accuracy
- Collaborate on, and contribute to, ongoing projects, to help keep workloads manageable

Main Duties: Architectural visualisations, web design, image retouching, logo design, signage and exhibition design, brochure design

CONTACTS

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