



Owner, Illustrator and designer behind Mule Works Ltd. I work freelance providing illustration and design services for editorial, commercial, branding, advertising, packaging, products and picture books.

After completing a degree in Contemporary Art I began working as a commercial designer and illustrator. Past clients include **BBC Worldwide, Cath Kidston, Disney** and **The London Transport Museum**.

12 years experience in both print and digital media. I am a confident communicator and a creative thinker capable of delivering visual solutions for a wide range of projects.

EMPLOYMENT

FREELANCE ILLUSTRATOR AND DESIGNER: LONDON (NOV 2011 – CURRENT)

Illustration: Livery, fashion, music releases, posters, cover art, web graphics, puzzles, packaging, product mock-ups, technical drawings, infographics, mock-ups, live visualisations and architectural sketches.

Print work: Magazine design, information memorandums, presentations, catalogues, advertising, posters, POS, window vinyls, flyers, look books, invites, merchandise, banners, packaging, layouts and typographical studies.

Digital work: Web design, email campaigns, web banners, digital covers, animated gifs, image archives and interactive PDF's.

Branding: For both start up business' and large corporations including logo design, brand books, corporate ID's, presentations and implementation across all platforms (imagery, typography, colour, web and print).

Clients include **BBC Worldwide, Braintree Clothing, Brompton Bicycles, Cath Kidston, The Discovery Channel, Disney, Goodmans, London Transport Museum, Lulu Guinness, Nottingham Trent University** and **OKA Interior Design**.

DESIGNER: RHAPSODY MEDIA, LONDON (APRIL 2011 – NOV 2011)

Working a 6 month temporary contract I was employed to complete on a number of creative projects. Clients I worked for include **Delicious Magazine, New Look, Tottenham Hot Spurs, Palmer's, IKEA** and **Tesco**.

I undertook a wide range of responsibilities - illustration, print design, POS, page layouts, web design, App development, and third party management (including translation agencies, photographers, software providers, App developers, free-lancers and printers).

DESIGNER: CATH KIDSTON, LONDON (FEB 2008 – OCT 2010)

As the in-house graphic designer, my responsibilities included working on the design and production of all printed materials as well as producing customer e-mails and updating the company web site www.cathkidston.com. Active in all aspects of the design process, from concept creation to art working, print management, web testing and press passing.

Key achievements:

- Created and implemented corporate brand guidelines across all channels - shops, magazines, web-site etc
- Working directly with the Board of Directors I produced a number of presentations. Winning pitches including footage in Heathrow Terminal 4 and an Information Memorandum for the sale of the business.

DESIGN COORDINATOR: JONES INTERIORS, NOTTINGHAM (MAY 2006 - DEC 2007)

Reporting directly to the senior management team I was responsible for implementing a new brand ID. Main duties included art working, product development, printing, quoting, marketing and budgeting.



DESIGN & CATALOGUE COORDINATOR: TTS, NOTTINGHAM (OCT 2004 - MAY 2006)

As the head of a team of four, my duties included development of ideas and out sourcing and quoting for product designs. I managed the layout and design for 18 catalogues featuring over 6000 products, communicating directly with the suppliers and printers, monitoring and producing the new photography and delivering a number of successful direct marketing campaigns.

EDUCATION & QUALIFICATIONS

Nottingham Trent University (2001-2004)	2:1 BA Hons, Contemporary Arts
Hull Riley College, Humberside (2000-2001)	BTEC National Diploma Foundation, Art & Design, A-Level Fine Art [A]
Fulford School, York (1993-2000)	A-Level Art & Design [A], Theatre Studies [A], History [C] 9 GCSE (all A-C)

HOBBIES AND INTERESTS

I play the ukulele poorly, the drums well; I paint and make prints in my spare time - exhibiting sporadically. My preferred commute is on a bicycle.

References available on request



<https://uk.linkedin.com/in/samuelmathews>



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