

Daniel Matthews CV

Tufnell Park, London

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www.danielmatthews.net

Born 21-10-1974, Johannesburg, South Africa

British + South African citizen

Married

I am a creative and strategic brand identity designer with extensive cross-media application knowledge, involved mainly in the process of identity creation - the big idea and the way it looks.

Since moving to London in 2001, I have had the pleasure of working with Landor, Lippincott and Interbrand on a variety of international branding projects. I have also worked extensively in Russia and the Ukraine developing successful retail, financial and real estate brands at SCG London. I continue to service a variety of clients and branding consultancies in the UK and abroad.

FREELANCE 2008 - 2010

Bulletproof Football Association - England & FA Cup, Wembley Stadium (UK)

Platform Group SMMT & Automotive Council (UK), Ikano & Mega Mall (Russia)

Neale Network Tui Group - First Choice & Thompson (UK)

Interbrand Sampson Telkom (South Africa)

Dunlop Consultancy Salkyn Dairy (Turkmenistan), Econika Corp. (Russia)

SCG London M.video, Ocean Bank, Grünwald Market, Fashion House (Russia)

2006 - 2007

Lippincott Qtel (UAE)

Landor Associates Etihad Airlines, Hydro Aluminium

LBi Brass LNG (Nigeria)

Brand Projects International Adidas (UK), Milavista (Ukraine)

FULL-TIME 2002 - 2006

SCG London Design Director

Malina (Russia), Azbuka Vkusa (Russia), 36.6 (Russia), Stealth (Russia)

Russian Standard Bank, Alfa Bank (Russia), Rosbank (Russia)

Horizon Finance (Russia), Union National Bank (UAE)

A.N.D Corp. (Russia), Kvadrat (Ukraine),

Persil (UK), Focus DIY (UK), Husasmidjan (Iceland)

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FREELANCE 2001

Network BBDO (South Africa) Cell C

Trigger, New Media (South Africa) Innovation Hub

Clearwater, Broadcast Design (South Africa) BBC

FULL-TIME 1999 - 2001

Imagination Corporation, The Jupiter Group (South Africa)

Graphic Designer (Johannesburg + Cape Town offices)

Nike, SAB, Telkom, Reuters, First National Bank

1996 - 1998

Tin Temple Graphic Design (South Africa) Partner + Graphic Designer

Concor, Khula Enterprise, Telemessage

PART-TIME 1997 - 1998

University of Johannesburg + Art Foundation

Part-time lecturer - first year graphic design

EDUCATION 1993 - 1995

University of Johannesburg National Diploma in Graphic Design

SOFTWARE

Illustrator, Photoshop, Indesign, Acrobat, Dreamweaver, Microsoft Office

AWARDS

EFFIE Grand Prix 'Best New Brand' (Russia) Malina loyalty card branding, 2006

SAPPI 'Ideas That Matter' Winning Entry (South Africa) Contributing designer, 2000

Loerie Silver Craft Award & Loerie Finalist (South Africa) 1999, 2000 & 2001

SAPPI Student Designer of the Year (South Africa) 1995

"If you need the best strategic and creative branding, corporate identity, digital and graphic design skills I strongly recommend Daniel. Whatever sector or organisation requirement, Daniel applies an incisive creative and commercial acumen to achieve great and effective, focussed design solutions from marketing to architecture, whether local or international!"

Clive Woodger - Owner, SCG London

"Daniel has worked on both Brand Projects International own brand communication as well as on client projects. Having worked with him for a number of years I can strongly recommend him - he's the kind of designer you'll want... full of ideas, great experience and very dilligent. He's also a very easy guy to work with."

Ross Haxton - Group Director, Brand Projects International