Matt Powell

Senior Brand & Graphic Designer

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Portfolio www.behance.net/matt-powell

Profile

Senior Brand & Graphic Designer with over 20 years' experience creating brands, campaigns and visual communications across digital, print and motion. I've worked in-house, agency-side and freelance, delivering creative solutions for organisations including FE fundinfo, Jaguar Land Rover, the NHS and Coventry University.

I enjoy translating ideas and complex information into clear, engaging design that strengthens brands and connects with audiences. From concept development through to final artwork, I combine creative thinking with strong production knowledge to deliver work that is effective, consistent and commercially focused.

Professional Experience

Senior Brand & Graphic Designer | Freelance & Contract

Selected contracts, 2017 - Present

- **Clients:** NHS Nottingham | Emperor | DRPG | Green Room | Coventry University | Jaguar Land Rover
- Delivered brand, campaign and editorial design across agency and in-house contracts.
- Created reports, brochures, digital assets, presentations and motion graphics for commercial and public sector clients.
- Adapted quickly to different brand environments while maintaining consistency and high creative standards.
- Built long-term relationships through repeat contracts and trusted client partnerships.

Lead Graphic Designer | FE fundinfo

August 2023 - January 2025

- Led creative design across digital campaigns, reports, social media, events and website content for a global fintech organisation.
- Developed and refined brand assets, templates and design systems to improve consistency across international marketing teams.
- Collaborated with marketing, communications and product stakeholders to deliver campaigns aligned with business objectives.
- Reduced reliance on external agencies by developing reusable templates and expanding the capability of the in-house design team.
- Supported the ongoing development of FE fundinfo's visual identity across multiple channels.

Graphic Designer | Eyespace Eyewear

April 2018 - February 2022

- Led creative design across 12 eyewear and lifestyle brands, including Land Rover, Range Rover and Aspinal of London, producing campaigns for digital, retail and print.
- Produced digital, print and retail campaign assets supporting new product launches and seasonal collections.
- Led the transition from printed catalogues to digital publications, significantly reducing production and distribution costs.
- Created reusable templates and design assets that improved workflow efficiency and maintained brand consistency.
- Worked closely with product, marketing and sales teams to deliver engaging customer-facing communications.

Graphic Designer | Kiss Design

February 2015 - August 2017

- Designed branding, marketing campaigns and corporate communications for financial services clients.
- Played a key role in the agency's rebrand, creating a refreshed visual identity across digital and print.
- Developed templates and production workflows that improved consistency and efficiency.
- Worked closely with clients and internal teams to deliver projects from concept through to artwork.

Creative Artworker | Spark44 (now Accenture Song) Jaguar Land Rover

February 2013 - February 2015

- Produced artwork for global Jaguar Land Rover campaigns across print, digital and events.
- Worked within a fast-paced agency environment, delivering creative assets to demanding deadlines.
- Maintained exceptionally high production standards across international marketing materials.
- Supported quality assurance by reviewing artwork and helping reduce production errors.

Core Skills

Brand Identity & Brand Development | Graphic Design | Campaign Design | Marketing Communications | Digital & Print Design | Editorial Design | Motion Graphics | Art Direction | Typography & Layout | Brand Guidelines | Adobe Creative Suite | Figma | Creative Production | Stakeholder Collaboration

Technical Proficiencies

Adobe Creative Suite: InDesign | Photoshop | Illustrator | After Effects | Premiere Pro
Other Tools: Figma | Microsoft Office Suite | CMS Platforms | Mac & PC

Education & Professional Credentials

- BSc (Hons) Psychology | Open University
- HND Graphic Communication | Heart of Worcestershire College
- Principles of Management (Level 3)
- Samaritans Certified Training | Deputy Branch Director & Internal Trainer (Active Volunteer)

Portfolio Links

Behance | Creativepool | The Dots | LinkedIn