

# Matt Rowan

Digital Designer

84 Western Road, Lewes  
East Sussex BN7 1RP

T. 0779 1114735  
E. matt@craftgraphic.com  
W. www.craftgraphic.com

**I am looking for a position in a design team, where my talent as a designer and problem solver can bring value to the company and clients. I am seeking a full-time role or part-time freelance work at a design company, where I can work with a team and deliver exceptional outcomes. Passionate about my work and realising clients problems and solutions, I have a wide range of skills and experience to bring to a position.**

## About

My career has allowed me to travel extensively and explore a wide variety of creative outlets from graphic design, web, print and type design. Being a sole trader, working directly with clients for over ten years, design and building brands, websites and creating a range of online products, I have been fortunate enough to work with a wide variety of interesting clients and exciting projects big and small. I now want to focus on what I feel I am passionate about, and I find myself in my career and personal life requiring more stability in work, more collaborative and desire to work with a team.

## Experience

### **Craft Graphic | Self Employed Digital Designer 2017-present**

In 2017, I re-branded as Craft Graphic to focus my work and portfolio on my core skills, and showcase my design work. I continue to work with SEO specialists, Copywriters, Developers and a network of the professionals on projects, but focus on my work and my expertise in Branding Identity and Web Design. Moving away from smaller clients, and more focussed, I have incorporated my font design work into my portfolio and work has continued to grow since my relocation to East Sussex.

### **Sprout Designs | Designer – 2009–2017 | Surrey, UK**

Working as a Sole Trader under Sprout Designs and Sprout Studio, I ran a design business with an office in Egham, Surrey, providing Graphic Design and Web Design for small to medium companies. Working with a wide variety of clients from start-up businesses looking for a new identity through to full identity systems and branding solutions for medium companies. I enjoyed working closely with clients, to understand their requirements, their audience and motivation, and usually providing more than they realised they needed. Clients work alongside us for many years as we supported them in growing their companies. Producing Identity Design, Branding, Websites and Marketing campaigns, Newsletters, and SEO to help them grow as a company. Services included:

Graphic Design - Logo and Identity design

Web Design - Custom Websites, Accessible Websites, Wordpress Websites

Clients included - Estate Agents, Event Companies, Education Consultants, Museums, Telecoms Companies, Train Operators.

### **Amazing Wonders | Travel Guide Design, Research & Publication 2014-2017**

I was approached to collaborate with an author and entrepreneur to create the Amazing Wonders Guides, a series of luxury travel guides aimed at independent travellers. Each guide features outstanding destinations, exceptional hotels and fabulous restaurants with valuable tips and local knowledge to enable you to plan a truly amazing travel experience independently.

Work included the design, branding concept and build of the travel guide series, which allowed me to travel extensively through 2015/16 researching and reviewing locations, Hotels and tours. Living location independent through South East Asia and Europe, I was remote working from Co-working hubs on other design projects. Three books developed into concepts, which went on to pitch our publications to Penguin books, British Airways, and other publication houses.

### **Thrift and Thistle | Typeface Designer 2012-2016**

I started designing fonts as a side project in 2012, as a creative outlet designing typefaces which were distributed online. After a steep influx of traffic and popularity, Thrift and thistle became a paid online shop for digital downloads, selling fonts, website themes and digital design elements through other channels such as Creative Market, Etsy and MyFonts. My work was featured online in Smashing Magazine, Creative Bloq and a variety of design blogs and magazines. Fonts went on to be used by clients in children's book publishing, stationery, and packaging design where they can be seen in TV titles and other work online and offline worldwide. My fonts focus on the handmade, sketch and illustrative typefaces, and continue to bring in a subsidiary income stream which I continue to release regularly.

### **Education**

Arts University Bournemouth – BA (Hons) Graphic Design and Illustration | 1st Degree | 2005  
BTEC Art & Design Foundation Course | Bucks College | 2002  
4 A Levels & 9 GCSE's A-C

### **Skills & Qualifications**

Graphic Design - Identity Design, Branding Design, Marketing Material  
Web Design - Confidence in creating websites builds from start to finish. Proficient in a wide variety of CMS Solutions, Building Websites in HTML, CSS, PHP and Custom Wordpress Themes.  
Print Design - Design and working with printers from brochures, banners, wraps and shopfronts.  
Typography and Font Design - Typeface Design in Fontographer and Glyphs  
Wordpress Designer building custom Websites, Plugins and also child themes  
High-level of competency in Adobe Creative Suite - Photoshop, Indesign & illustrator  
Online MBA Training  
Hubspot Academy Training  
Google Digital Marketing Training  
Trained Meditation Teacher Qualification

### **Selected Design Work**

A selection of work can be seen on my website: [www.craftgraphic.com/our-work](http://www.craftgraphic.com/our-work)  
Selected Design work:  
Amazing Wonders - Published co-author and designer travel book series - [www.craftgraphic.com/our-work/amazing-wonders](http://www.craftgraphic.com/our-work/amazing-wonders)  
IAS - Design and Development of Accessible Payment website design for UK train industry - [www.craftgraphic.com/our-work/appeals-service](http://www.craftgraphic.com/our-work/appeals-service)  
Lesnes Abbey Woods - London Park Branding, wayfinding and design - [www.craftgraphic.com/our-work/lesnes-abbey-woods](http://www.craftgraphic.com/our-work/lesnes-abbey-woods)  
Custom type design for children's brand working under Publicis London - [www.craftgraphic.com/our-work/libero-custom-font](http://www.craftgraphic.com/our-work/libero-custom-font)  
Typeface design Products - <https://craftgraphic.com/products/>

### **References**

A range of client references available on request, across a wide variety of clientele. Casestudies, Testimonials and [Google Reviews](#), also feature on my [Website](#).

### **Contact**

T. 07791114735  
E. [matt@craftgraphic.com](mailto:matt@craftgraphic.com)  
W. [www.craftgraphic.com](http://www.craftgraphic.com)