

# Matthew Fillery

## Senior Graphic Designer

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### Contact Details

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### Summary

Design is not only my career it is my passion. Throughout my career, I have been privileged to work on print and digital projects for clients of all shapes and sizes, from SMEs to multi-million-pound blue-chips, the NHS to world-renowned brands such as 20th Century Fox and SKY.

Each has enhanced my creativeness and as a result, my portfolio is vast. My digital marketing and design experience now include:

- Corporate branding • Advertising campaigns • Marketing (print and digital) • Exhibitions
- Conferences • Sponsorships • Events • Website design and build • Corporate communications
- Brochure and literature design • Video production • Vehicle livery • Social media (advertising and marketing)

I bring a broad range of skills to every project and I am fluent in the following software packages:

- InDesign • Photoshop • Illustrator • Keynote • Word • Powerpoint • Wordpress

Each project has brought challenges that I have relished as they have developed my skills further. My aim is for every project to be delivered on deadline and on budget. Ultimately I aim to surpass expectations.

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### Experience

#### Designer / Director

##### 1Thirty3 Design : 2014 - Present

1THIRTY3 is me portrayed as a design agency. Every aspect of 1THIRTY3 Design, the company branding, website, tone of voice and every project in the portfolio has been undertaken from start to finish by me.

As Director, I have been exposed to new challenges, experiences and audiences, working directly with clients, pitching and presenting ideas, and managing projects of all sizes.

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#### Lead Designer

##### Caravelle Creative : 2012 - 2014

Caravelle approached me to help them develop a team that would raise their profile and enable them to attract bigger design projects.

Within a year we won two NHS hospital rebranding projects and other work with some of Kent's best blue-chip companies. We received plaudits for our work with an exhibitor at The Ideal Home Show and went on to produce brand concepts and creative campaigns for digital and print communications, for many other Kent businesses.

## **Lead Designer**

### **Pillory Barn : 2010 - 2012**

Pillory Barn asked me to join them as their Lead Director following several successful freelance project together. As a PR and event organiser, this presented me with fresh challenges, particularly spearheading the promotion of the renowned Kent Excellence in Business Awards (KEiBA).

I pitched for new work, collaborated with existing clients and organised the studio workflow and schedules, working closely with PR and copywriting team.

One of the largest projects was the rebrand of Kent County Council, the UK's largest county council. They wanted a fresh and modern update for their logo to incorporate new and clean typography that would be easy to identify for native speakers, as well as those who use English as a second language. The brand was then developed to create a fresh tone of voice for all marketing and promotional material, ranging from brochures, leaflets and posters to awareness campaigns, sponsorship events and exhibitions.

I'm proud to say that nearly nine years on, these brand principles are still in place and used today.

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## **Designer / Director**

### **Lift Off Creative : 2005 - 2010**

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## **Studio Manager**

### **Korero London : 2003 - 2005**

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## **Senior Designer**

### **AOL Time Warner : 1999 - 2003**

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## **Junior - Middleweight Designer**

### **Nexus Media : 1994 - 1999**

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## **About Me**

I am a family man with four sons who share my love for movies, sports and board games. As I mentioned, design is my passion. I'm a huge movie fan who loves nothing more than to geek out over the cinematography, typography and music used in movies.

Outside of work and family, I also like to challenge myself in other ways and often do this while supporting local charities with causes close to my heart, such as Demelza House and The Rare Breeds Centre in Ashford.

Any sponsored event that I take part in needs to be something I believe will push me to my limits. Some of my proudest achievements have included completing the Great Kent Bike Ride of 62 miles across Kent's coastlines and playing a part in a successful world record attempt for most tandem skydives completed in a single day. My jump from 15,000 feet contributed to raising some serious cash for Help For Heroes.

My last charity event was for Cancer Research UK, where I took part in Ultra White Collar Boxing match. I'm so proud to say that I won but it was by far the hardest challenge I have completed to date. Maybe next time I'll tackle something more conventional like a cake sale. That will be a real challenge!