



*A brief summary of
the working life of
Matt Hodgson*

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**creative
goodness.**

Skills

Design from concept to delivery including: concept generation; creative copy generation; initial artworking; styling front end solutions for websites; eLearning design; art-directing photoshoots; work in 2D and 3D on a variety of substrates; packaging design (retail and trade); hi-resolution image manipulation and retouching for print; presentation design and artworking; client liaison; heading a team of designers; inter-departmental liaison (including regular communication with directorial staff); print and repro liaison; commissioning prototype manufacture; budget management; staffing management and recruitment (freelance and permanent); mentoring and nurturing; education.

Current Employment

BB&A April 2014 to date *Creative Head*

Following a decision to bring creative support in house, I was brought on board to establish a creative offering that complimented our enviable reputation as a go-to consultancy in employee engagement, internal communications, behaviour change and learning.

Clients range from large international corporations including GSK, Rolls-Royce, BP, BAT, Shire, Deloitte and Google to smaller companies such as Specsavers and JELF as well as public sector entities such as DfE and DWP. The work spans multi-channel, multi-phase (and occasionally multi-language) projects from materials supporting face-to-face workshops, conference collateral, elearning solutions, animations, guidebooks and microsites through to small one off pieces such as program identities and guidelines to ensure consistent internal application, training materials and single issue communications campaigns.

Employment History

Magnet Harlequin May 2011 to April 2014 *Creative Director*

Established a consistent level of creative excellence and broadened the creative offering. Also expanded understanding in terms of process, language and intellectual rigour demanded by clients when buying creative. Developed existing client relationships with Tesco F&F, BHS, Heinz, Luxottica, and Costa and new business wins with LG, Brompton, Esquires Coffee, Sam Phillips, Eddingtons.

T.M. Lewin & Sons Limited July 2009 to May 2011 *Head of Design*

Developing seasonal campaigns and managing their application through all media channels (Windows, POS, national and local press advertising, PR, online, mailorder).

McMenemy Hill Group Limited July 2008 to July 2009 *Senior Designer/ Design Director*

Work with BT, Goldman Sachs, Bacardi, Google, salesforce.com

Dekko Advertising and Design March 2008 to July 2008 *Senior Designer*

Freelance March 2007 - March 2008

Purity December 2004 to March 2007 *Senior Designer*

Freelance June 2003 - March 2004 & November 2004 - December 2004

Clients included Proof Consultancy, JonesKnowlesRitchie, White Knight 360, Wieden & Kennedy, Live Communications, ID, Inferno, Vitamin V, Perspective

Mercier Gray March 2004 - November 2004 *Senior Designer*

Sentry Box Communications 2001 - June 2003 *Senior Designer*

Pentland Visual Communications 1999 - 2001 *Designer*

Dorling Kindersley 1996 -1999 *Design Assistant/Designer*



Education

Coventry University BA (hons) Information Design 2:1
Foundation Art and Design,
3 A-levels and 7 GCSEs

Personal Interests

My son and daughter, just the most amazing things ever; MTB and road bikes (I'm a Level 2 British Cycling coach); music; visual stimuli (all of 'em); copious amounts of reading; food (mostly consuming); tattoos; bowling (ten pin, not crown green); playing a lot of guitar (mostly my ever growing collection of 8 stringers) and attempting to write and record my own music.

*References available
on request*

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thank
you