



THE LOW DOWN /

PERMANENT RESIDENT USA

Moved to Austin March 2016
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EDUCATION /

LONDON

2016 **CERTIFICATE**
 City London University
**Music Business: Records,
 Publishing and Finance**
 8 Weeks

2008 **CERTIFICATE**
 London College of Communications
Black Belt In Typography
 1 Day

2008 **DIPLOMA**
 School of LAE at Scala London
Live Audio Sound Engineering
 3 Months

2000-2003 **AUSTRALIA
 ADVANCE DIPLOMA**
 Perth TAFE Western Australia
**Graphic Design & Multimedia : Print,
 Publication, Promotion & Packaging**
 3 Years

1998 **CERTIFICATE**
 Perth TAFE Western Australia
Lightroom & Darkroom
 Photography
 3 Months

1997 **GRADUATE**
 Carine Senior High School
 Year 12

ONLINE & OFFLINE CREATIVE AND STRATEGY /

Art Director & Lead Designer
 Project & Studio Management/
 Brand Strategy, Development and Design
 Logo Design and Identity
 Communication and Publication Design
 Event Collateral Design
 Visual and Conceptual Design
 Print Advertisement Design
 Typographic Design
 Front End Web and Usability Design
 Wire Frames
 Marketing Collateral Development
 Email Marketing
 User Interface/Experience Design
 Digital and Animated Gif Design
 Magazine Level Retouching
 Licensing & Packing Design
 Presentation Design
 Large Format Printing
 Social Media Content and Planning

ADOBE CC INDESIGN *Smokin!*
 ADOBE CC PHOTOSHOP *Smokin!*
 ADOBE CC MUSE *Smokin!*
 ADOBE CC ILLUSTRATOR *Smokin!*
 ADOBE CC UX DESIGN *Rookie*
 WIRE FRAMES *Steady*
 CSS & HTML *Rookie*
 POWERPOINT *Smokin!*

EXPERTISE /

AUSTIN

SNR. ART DIRECTOR

Freelance/Contract
CLEARresult

LONDON 8+ YEARS

ART DIRECTOR LEAD DESIGNER /

Freelance/Contract
**Desert Stars Festival (USA),
 Portland Psych Festival (USA),
 Your Poster Girl (USA),
 LEV (USA),
 TMS Magazine (UK).**

ART DIRECTOR LEAD DESIGNER /

Freelance/Contract
Sony Pictures Entertainment

HEAD OF CREATIVE /

Full-Time
Ministry Of Sound Record Label

Feb 2008 -
 Aug 2010

Sep 2006 -
 Dec 2007

Jul 2005 -
 Dec 2007

Feb 2003 -
 Dec 2007

Jul 2004 -
 May 2005

Jun 2004 -
 Dec 2004

EXPERTISE / LONDON 8+ YEARS CONT.

SENIOR DESIGNER /

Freelance/Contracts
**Harrods
 Ministry Of Sound
 Nottingham Trent University
 McCann Ericson Advertising Agency
 Futerra Sustainability Communications
 Strong Side Media
 Unition PR
 Pilot Light Theatre
 London Review of Books
 Metropolitan Housing & Partnership
 TJX Corporation
 Advance Payment Solutions
 Spy Design and Publishing
 Michael Page
 BHS
 George P. Johnson Event & Marketing
 Agency Inc. (UK)**

AUSTRALIA 4+ YEARS

SENIOR DESIGNER /

Commissioned & Per Event
Bluegroove Promotions

SENIOR DESIGNER HEAD OF DESIGN /

Full-Time
**Broome Newspaper &
 Broome Happenings Magazine**

DESIGNER /

Commissioned Clients
**Zeebar
 Broome Pearls
 42 Decibel
 Ebb n Flow
 Dtech
 Kdaire
 Triple J Radi Station
 Cat Edmunds
 Bungalow Bar
 Mckenna Hampton Insurance Brokers
 Northern Star Boating
 Chinatown Music
 Gekko Lounge**

JUNIOR DESIGNER /

Freelance/Contract
Insomnia Design

JUNIOR DESIGNER /

Freelance/Contract
Chil 3



INTRODUCTION/

Passionate, driven, entrepreneurial spirit, motivated by creative individuals; I thrive on the chance to collaborate with creative minds. I am inspired by those who dare to do things differently and appreciate the value to be had from different personalities and approaches.

As a dedicated team player, I take joy out of every stage of the conceptual process and enjoying researching or adapting new creative techniques that I have learnt to fulfill the unique needs of each brief or client campaign. With my creative side comes a practical, pragmatic emphasis on maintaining client expectations and fulfilling the demands of the brief and budget. I see my role as a juggler, a facilitator between the fantastical (creative) and the real (solution). I love the value that comes from helping a studio reach its fullest potential.

My background - over 12 years experience in the London & Australian creative industries - has equipped me with the following specialisms: art direction, conceptual & creative design for all print and digital services, brand strategy and planning, retouching, large format design, social media marketing and planning, studio management, project management and production management.

My story - In 2003 I started a freelancing in Australia, after completing a 3 year **Advance Diploma in Multi-Media and Graphic Design**. I then landing a part time contract with **Insomnia Design** which gave me great exposure to the Australian music and surf/skate industry. While working with Insomnia I was approached for another part time contract with **Chil3**, this studio is led by one of Perth's most influential typographic designers. **Becky Chilcot** is part of the International Society of Typographic Designers (ISTD), and is also the society's global Deputy Chair and Australasian Coordinator.

I moved to warmer climates in 2005 to Broome, West Australia. I started full time employment for a local newspaper and magazine as **Snr. Designer** which then quickly led into the role of **Head Of Design**. Passionate about live music, I also owned an event and music promotion company with a business partner. Our company **Bluegroove Promotions** held shows for Australian artists such as Ash Grunwald, Dave Mann, Toby, The Re-Mains and also included working with international artists, such as Jeff Martin from The Tea Party & Karla Brox.

Having the urge to travel overseas, I moved to London in 2007 where I established myself in the UK's creative industries. I was employed for freelance, commissioned and contract work through recruiters and largely word-of-mouth. Through this, after freelancing at **Ministry Of Sound** for a year, I was offered the role as **Head Of Creative**, where I took the role for 18 months running a team of 6. My works for the record label was **published**, in **Bran[D] Magazine** for excellence in branding.

After Ministry Of Sound in 2012 I stepped back into freelance, commissioned employment and I was offered a one week role as Art Director/Lead Designer at **Sony Pictures Entertainment**, the role led into a 4 year, month by month contract. I was also hired by a diverse internationally client list including; LEV and Your Poster Girl from Austin Texas, Desert Stars Festival from California, Portland Psych Festival in Portland Oregon, Ancient River from Gainesville Florida, Tuim.City from London UK, Strong Side Media from London UK and Producer Loops from Dorest UK.

I have now just moved to beautiful Austin with my husband and I am looking for freelance/contracts, full time work with agency and in-house teams.

Fun Facts - I have a creative bloodline, my cousin is actor Peter Youngblood Hills who was in The Beach, Band Of Brothers, Michel Vailant, The Marksman. Another actor cousin Brett Cousins was in the Australian drama Neighbours, has an uncle who is an opera singer in Germany, my aunty is Ann Kelley who is British writer best known for children's books, also an accomplished poet and photographer, my grandmother was a photographer, another cousin is a New York-based fashion director, stylist and consultant & an aunty who was in a Beatles music video.



Senior Art Director

CLEARResult

Freelance & contract employment
May 2016 - Jun 2016

Key responsibilities and achievements:

- Worked with a Senior Copywriter to create concepts and carry them through to development in all marketing initiatives.
- Proficient at picking up jobs that are in market and refreshing them within existing campaigns.
- Projects included branding and logo design, as well as print ads, websites, online advertising, kiosks, signage, as well as art direction for Power Point & Word presentations.
- Designed and produced best-in-class work pertaining to the overall campaign idea.
- Collaborates with marketing manager, project managers as well as Media team to produce intelligent results driven work.
- Aligned with copywriters and designers to develop intelligent creative solutions that amplify their brands' or their client's brand, personality and messaging.
- Worked closely with studio to help articulate assignments to studio production artists.
- Ensured that ideas/designs are produced on time, on budget.
- Gathered information from media, research, and trend spotters to create an appropriate style and visual expression for product or a service.
- Delivered presentations to Creative Director, as well as senior creative personnel and clients.
- Remained current on industry and technology trends.
- Reviewed all work for accuracy before final production.
- Supervised all 3rd party/vendor creative production.
- Participates and hones skills by continually learning new creative software, passionate about breaking new ground – new technology, new channels.
- Collaborative, generous team player – I readily shared ideas but also I can happily build on others ideas and take creative direction well.
- Managed time appropriately and meet aggressive deadlines.
- Keen eye for detail, color, and a proven talent for conceptual design.
- Intelligent thinking, strong organizational skills, and accuracy.



Art Director (AD) Lead Designer

Freelance Various clients

Freelance & contract employment
Feb 2016 - May 2016

Moved country from UK to USA in Feb 2016, in the process of building clients and meeting people, continued clients from UK and USA I have been working with while getting settled in Austin.

LEV, Desert Stars Festival, Portland Psych Festival, Ancient River & TMS Magazine

Sony Pictures Entertainment

Freelance & contract employment
Feb 2012 - Feb 2016

Key responsibilities and achievements:

- Strong strategic and conceptual skills, the ability to work as part of a team, and the energy and attitude to make things happen.
- Art direct photo shoots on set for key-artwork and assets for social media campaigns, including Release The Hounds (ITV2), The Big Allotment Challenge (BBC), and Can't Touch This (BBC).
- Develop and manage creative direction for multiple projects from concept through to completion.
- Established creative direction & work collaboratively with the marketing, unscripted and scripted formats, pr & sales team.
- Thorough understanding of the principles in art, layout and copy.
- Create in-depth brand guidelines for production companies for planning of international sales.
- Work with external creative agencies and implemented, creative direction on branding and corporate identity for in-house production companies.
- Collaborate with marketing colleagues in LA to present key-artwork concepts and direction.
- Worked to very short lead times while retaining a high level of focus and creativity, which involves on the spot designing and problem solving.
- Overhauled all marketing and sales collateral including catalogue, sales sheets, presentations and trade advertisements.
- Pro-actively introduced and created in-depth brand guidelines for all the in-house production companies co-owned by Sony Pictures Entertainment.
- Idea, concept development and visualization for creative.
- Managed my creative workload for 4 departments including, marketing, scripted and unscripted formats, PR, sales and research.
- Devised and executed designs with Chief Executives and VP's for external presentations through print and digital designs.
- Provide quality control over concepts and projects.

Art Director (AD) Lead Designer

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03

8+ YEARS
LONDON

Head Of Creative

Ministry Of Sound Ind. Records

Full-time employment

Aug 2010 - Jan 2012

Key responsibilities and achievements:

- Supervise and manage training, hiring and evaluating creative staff.
- Manage creative department with 6 employees including; designers, video editors, motion graphic designer, mid-weight artworkers and project assistant.
- Published in Bran[d] Magazine for excellence in branding for youth event Unitrash.
- Lead and collaborate with the other departments; marketing, A & R, tours, compilations & repertoire, to deliver brand and creative solutions for the record label and events companies.
- Plan and implement budgets to ensure both quality, efficiency and establish schedules on short and long-term projects.
- Establish art direction and designs for albums (CD/DVD/singles/vinyl format, packaging design, on-body artwork) promotional materials (flyers, large posters, stickers, banners), tour materials (tour theme, posters, programs, banners, tickets, website promotions), merch design (band/tour specific merch and accessories), industry materials (newsletters, one sheets), web pages.

Freelance/Contract

Feb 2008 - Aug 2010

London recruiters: Aquent Recruitment, Creative Recruitment, Blue Tree Recruiters, Profiles Creative & Major Players.

Ministry of Sound, Harrods, McCann Ericson Advertising Agency, Futerra Sustainability Communications, The George P. Johnson Event and Marketing, Agency Inc., Spy Design and Publishing, London Review of Books, Metropolitan Housing and Partnership, Michael Page, TJX Corporation, BHS, Advance Payment Solutions, Nottingham Trent University, Strong Side Media Union PR & Pilot Light Theatre.

Key responsibilities and achievements:

- Developed relationships with teams, for easy and reliable freelance support.
- Create long-lasting freelance contracts, with constant call back bookings & extended contracts.
- Design work for packing, print & digital.
- Collaborate with copywriters, for ideas & brainstorm sessions.
- Work along side other designers, art directors & creative directors; leading or taking direction from teams.
- Offered role as Head Of Creative from freelancing with Ministry Of Sound.

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04

4 YEARS
AUSTRALIA

Snr. Designer

Bluegroove Promotions

Commissions

Sep 2006 - Dec 2007

Key responsibilities and achievements:

- Established entrepreneurial spirit and love for music, creating a local business with business partner to bring bands and artist to Broome.
- Create for all poster designs, flyers, on-line advertising.
- Arrange and executed music events with national and international bands at venues in Broome.
- Co-ordinate Broome's Next Big Thing, with 8 bands and 5 judges.
- Establish relationship with venues, bands & management.
- Ensure a pleasant patron, volunteer and staff experience.
- Co-ordinate individual venue box office and merchandise sales.

Broome Advertiser Newspaper & Broome Happenings Magazine

Full-time employment

Jul 2005 - Dec 2007

Key responsibilities and achievements:

- Primarily responsible for designing the format of in-house publications, with a sharp eye for detail and layout design.
- Meet tight weekly print deadlines for newspaper and fortnightly deadlines for magazine.
- Develop strategies for marketable newspaper advertising for external clients.
- Collaborate with the production team at the West Australian Newspaper.
- Deliver publication finished to the printer; then if any issues arise of deliverables, offer immediate solutions.
- Manage and inspire designers.
- Review final layouts and suggesting improvements if required.

Head of Design

Designer

Freelance/Contract

Commissions
Feb 2003 - Dec 2007

Zeebar, 42 Decibel, Broome Pearls, Ebb n Flow, Dtech, Kdaire, Triple J Radio, Cat Edmunds, Bungalow Bar, Mckenna Hampton Insurance Brokers, Northern Star Boating, Chinatown Music & Gekko Lounge.

Key responsibilities and achievements:

- Hired for logo designs, album artwork, poster designs, brand development & strategy, corporate identity and publications.

Insomnia Design

Freelance and contract employment
Jul 2004 - May 2005

Key responsibilities and achievements:

- Develop creative thinking and concept pitching.
- Design and illustration for one of Australia's leading surf/street-wear companies EBB.
- Brand and corporate design for clients such as; Childsafe, Lindsay Allen Architects, Wanderlust, Corrynne's Natural Products & Source.
- Design and artwork for Australian Blues & Roots artist John Butler Trio, this entailed ads for publications; X-Press Magazine, VIP passes, posters & EP design.
- Lead designer on West surfing products & bodysuit catalogue.
- Lead fashion graphic illustrator for surf and skate brands, from concept through to print.
- Work along side Creative Director for art direction and client meetings for briefing.
- Supervise studio when owners where on holidays.

Jnr. Creative Designer

Chil3

Freelance and contract employment
Jul 2004 - May 2005

Key responsibilities and achievements:

- Mentored by one of Perth's most influential designers. Becky is part of the International Society of Typographic Designers (ISTD), and is also the society's global Deputy Chair and Australasian Coordinator.
- /Junior brand designer for Revelation 8: Perth International Film Festival.
- Develop strong skills for briefs to concept ideas and presentation.
- Establish creative thinking and concept pitching.
- Develop concepts, graphics, layouts, illustrations & company logos; presenting ideas to Creative Director.
- Work along side Creative Director for art direction and client meetings for briefing.

Jnr. Creative Designer

EDUCATION
LONDON

Certificate // City London University

Music Business: Records, Publishing and Finance

Jan 2016 - Feb 2016 // 8 weeks

Course outline:

- Map the role of artiste and repertoire within the record and music publishing industries.
- Identify the key functions and responsibilities of the artiste and repertoire team.
- Understand the anatomy of a hit song.
- Prepare budgets for recording sessions.
- Understand the process of recording.
- Identify the main characteristics of particular music markets in the UK.

Certificate // London College of Communication

Black Belt in Design And Typography

2008 // 1 day

Course outline:

- Micro-typography.
- Typographic abstraction.
- Type as image.
- Exploring negative space with form and counter-form.
- Modular type design.
- Bespoke typography.
- Logotype.
- Exhibition catalogue and poster design.
- History and critical analysis of 20th century type, and typographic designers.

Diploma // School of LAE at Scala Kings Cross London

Live Audio Sound Engineering

2008 // 3 months

Course outline:

- Part of live sound engineering team for; Paul Kelly, Health, All Time Low, Goyte, Clare Bowditch & Dan Kelly.
- Use microphone technique, equalization, effects, and dynamics processing to build excellent acoustic guitar, electric guitar, keyboard, bass guitar, drums, and percussion sounds so they function well together.
- Achieve excellent vocal sounds for various styles, genres, and acoustical environments.
- Identify special considerations for recording the live show.
- Create compelling, professional-sounding songs by learning to identify the production elements that contribute to a well balanced, artful and professional-sounding mix.
- Electricity & basic electronics.

EDUCATION
AUSTRALIA

Advance Diploma // Perth TAFE Western Australia

Graphic Design & Multimedia:

Print, Publication, Promotion & Packaging

Jan 2000 - Dec 2003 // 3 Years

Course outline:

Adv. Diploma

- Establish, negotiate and refine a design brief.
- Manage design realization & projects.
- Manage intellectual property to protect and grow business.
- Engage in the business of graphic design.
- Originate graphic designs for complex briefs.
- Extend typographic design expertise.
- Establish and maintain safe professional practice.

Diploma

- Develop and extend design skills and practice.
- Refine drawing and other visual representation tools.
- Research visual communication history and theory.
- Produce typographic design solutions.
- Create and manipulate graphics.
- Design and manipulate complex layouts.
- Develop graphic design practice to meet industry needs.
- Present a body of own creative work.

Certificate IV

- Develop and extend critical and creative thinking skills.
- Source and apply information on the history and theory of design.
- Generate design solutions.
- Interpret and respond to a design brief.
- Integrate color theory and design processes.

Certificate // Perth TAFE Western Australia

Lightroom & Darkroom Photography (Fine Arts)

1998 // 3 months

- Dreamy polaroid transfers.
- Lab development and printing.

Graduate // Carine Senior High School

Year 12

1997 // 12 years of school

Thank you

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