Matthew Fryer
Creative Designer

Digital & Web | UI & UX
Print | Branding | Illustration

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Bio & Personal

D.O.B. 1992, Male, Basingstoke, UK

What does 'Creative Designer' mean?
It means I transcend traditional design role stereotypes. I tend towards simple, communicative design that puts the user first.

Whether that's based in User Interface & Experience Design, exploring artistic styles in Illustration, or designing the best user flow through a product brochure or website.

I think great design treats form as a means to enhance function, and vice versa. Truly great design is an invisible tool that blends so naturally into the user's experience, that they don't even notice it.

Skills & Focus

Tools, Design Avenues, Interests

Designer's need to be flexible in their creativity and ability in both a professional and personal environment. I have explored my own creativity in as many avenues as possible. From familiarising myself with industry standard (and emerging) software, to exploring personal interests as outlets for my creativity.
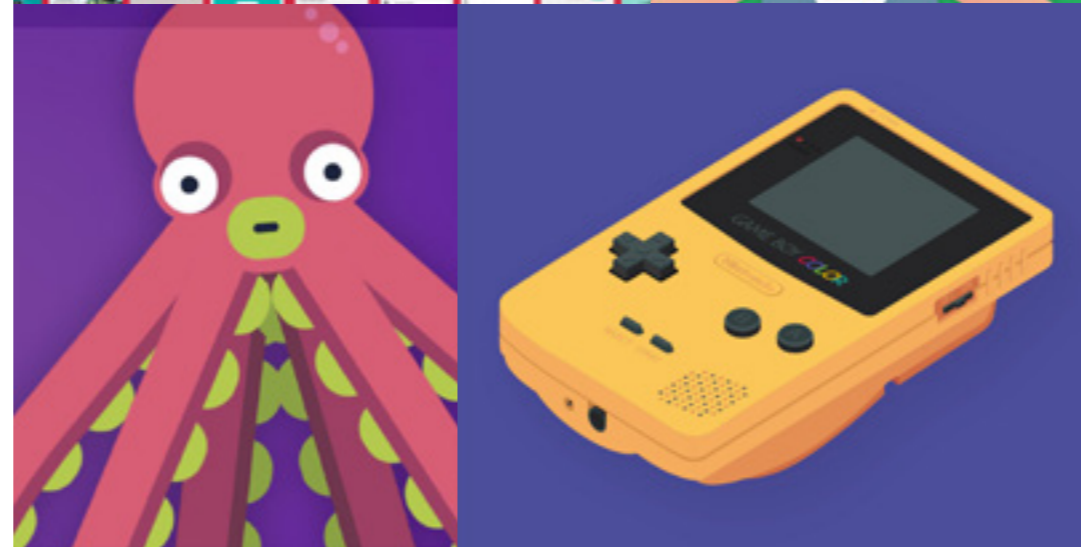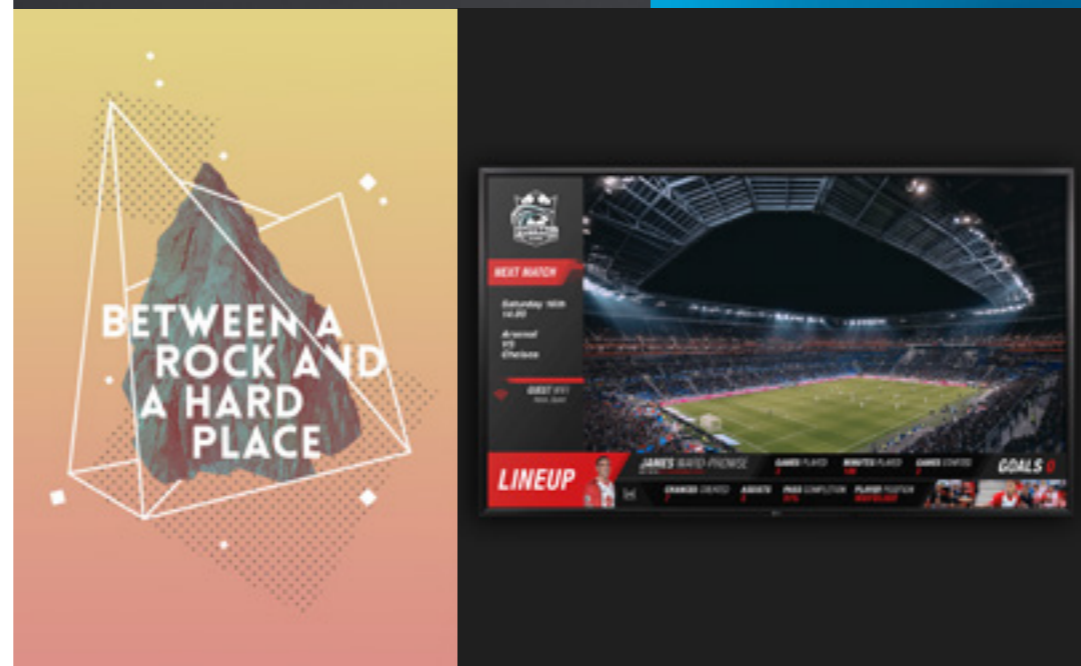
Skills

- ✔ Digital & Web Design
- ✔ Print, Graphic & Branding Design
- ✔ User Interface/User Experience Design
- ✔ Motion Design & 2D Animation
- ✔ Video Production & Editing

Software

- Adobe Creative Suite
- ProtoPie, InVision, Sketch
- Cinema 4D
- Sublime Text, NotePad++
- Marmoset Hexels
- Scala Designer

Interests

- BJJ
- D&D
- Reading
- Writing Music
- 3D Printing
- Gaming

Education

Master of Arts

University of Winchester

- 🪪 Postgraduate MA: Digital Media Practice
- 📅 Sep '18 - Sep '19
- 🎓 Results:
  - Pending
- 🪪 Undergraduate : Media Production
- 📅 Sep '11 - Oct '14
- 🎓 Results:
  - 1st Class Degree

I'm currently undertaking my MA in Digital Media Practice at UoW. During my MA, I focused my efforts on comprehensively understanding and deconstructing design theory as as concept, and channelling that knowledge into my current work, both professional and academic.

During my undergraduate degree, I finished top of the class, won awards for my work at festival and laid the foundations for my freelance work with clients such as WaterAid and the Hampshire Constabulary.

Queen Mary's College

- 🪪 A Levels
- 📅 Sep '09 - Sep '11
- 🎓 Results:
  - Media Extended Project: A
  - A2 Media Production: B
  - A2 Graphic Design: B
  - A2 Film Production: B
  - AS Ancient History: B
  - A2 Psychology: C
  - NCFE Level 2 Creative Craft: Pass

CBEC

- 🪪 GCSE
- 📅 Sep '04 - Sep '09
- 🎓 Results:
  - Media Studies: B
  - English Language: B
  - English Literature: B
  - Additional Science: B
  - Science: C
  - Maths: C

Employment History
In-House & Freelance

Intevi Ltd
🪪 Digital Designer
📅 *Aug '14 - Present*
🗒 Responsible for:
- Company Branding & Visual Identity
- Client Content Creation

Intevi is an AV company based in the UK. At Intevi, my role was to direct, create and distribute all forms of digital content and branding, for both Intevi itself and our range of clients, including: Estee Lauder, Virgin Trains, Deliveroo, Expedia & Egencia and many more.

I completely recreated the company image, directing the transition from the old brand to a new one of my creation, which was maintained across all platforms, both online and offline.

The unification of the brand was met with incredibly positive feedback: both internally and externally.

Further to the overhaul of the brand, I was also responsible for creating content in a number of fields, these included: UI Design for online web-apps, branded layouts for IPTV systems, motion graphics posters, brochures, banners and other print design, trade show stands & signage, and digital menu boards.

My time at Intevi helped me develop the skills neceassry to deliver high-quality content of all kinds on tight deadlines, as well as understand and interpret briefs from clients and deliver content that met their expectations.

TipTut
🪪 Sole Creator
📅 *July '16 - Present*
🗒 Responsible for:
- Tutorial Creation
- Branding & Design
- Company Management

TipTut is a design resource that offers tips, tricks and tutorials for Creative Designers. Since its conception, TipTut has grown to over 75,000 subscribers and has made over 250 tutorials. I created TipTut as a means to record my explorations in design, but it quickly developed into a reasonable source of income.

TipTut is my main extra-curricular focus. Managing TipTut allows me to explore new creative avenues, keep my designing mind active and excercised, and stay up to date with design trends and milestones.

Freelance (Various)
🪪 Creative Designer, Animator, Filmmaker
📅 *Sep '11 - Present*
🗒 Responsible for:
- Graphics & Asset Design
- Motion Graphics & Animation
- Print Design& Branding

During University and in the time beyond, I've worked on projects across various fields as a freelancer, including Motion Graphic Animations, Print Design, VFX Art for film, Web Design and more. Undertaking these projects in my spare time has helped to develop my time-management and multi-tasking skills. Some clients included the following:

WWF, AllClear Travel Insurance, Wix, AEScripts, Kiddi Carru, Water Aid and the Hampshire Constabulary.

Managing freelance work, full-time employment and personal projects developed my time management to an exceptional degree and widened my areas of expertise to include everything needed to succeed as a Creative Designer.

I am a Creative Designer.

I'm Matthew Fryer, a Creative Designer that believes that a balanced, thoughtful relationship between form and function is what makes truly great design.

I've been a designer since 2011, and I'm constantly searching to improve myself as a person and a designer by tackling challenges head on.

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