

SOCIAL MEDIA



Linkedin: /matthew-herbst



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SKILLS

Adobe Photoshop

Adobe Indesign

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Keynote

Microsoft

Sketch / Figma

Canva

Adobe Rush / Audition

Magazines - Digital & Print

WordPress CMS & Web Design

Pitch Decks & One Pagers

Digital Marketing & Social Media

Persona Research & Profiling

Matthew Herbst

CREATIVE DIRECTOR / SNR. GRAPHIC DESIGNER



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ABOUT ME

A forward-thinking, ambitious professional with extensive global experience designing for all print, most digital platforms, 2D and animated advertisements, pitch decks, video campaigns, layouts, thumbnails, photography and social media design.

Accomplished communicator skilled in building and strengthening relationships across functions to drive cohesive, strategic operations.

PROFESSIONAL EXPERIENCE

2020 - 2021

Creative Director | OrsaTech

1 year

Design with and manage a creative and copywriting team creating investor pitch decks for all stage startups globally. We also develop brands, one pagers, websites, apps and prototypes.

- Investor pitch decks and one pagers
- Branding and social media campaigns
- Digital assets and prototypes

2019 + 2020

Associate Designer | B/S/H Future Home Accelerator Powered by Techstars

Worked on a prestigious three month program as a Design Associate. Projects included helping to enhance and change the world together with ten chosen startup companies. Upgrading all their design requirements throughout the program.

- Ideas come to life: Videos concept, content and editing
- Fingerprint to the world: Branding and social media campaigns
- Find investment: Pitch Decks and one pagers

2013 - 2019

6 years

Art Director | Y Magazine

Designed, enhanced and directed Y Magazine from cover to cover within 2 - 3 days. Including all concept artwork, layouts, adverts, CMS and client mock-ups. Digital and social media for brands - Y Magazine, Virgin Radio and Merge 104.8. Designed annual Mediate B2B publication. I also wrote weekly tech double page-spread. All pre-press preparation was done and completed by me.

- Re-launching: Headhunted to re-launch magazine, rebranding and new artwork/templates.
- Social Media and Video: Social media campaigns, animated gifs for advertising campaigns.

2011 - 2013

2 years

Art Director | Family Flavours - Al Marji Publications

Directed, designed, and art-edited 128 page publications, created and managed online and social media presence, designed animated online and offline banner advertising.

- Redesign: Overhauled magazine to have glossy feel and made it accessible digitally worldwide.
- Online Design: Introduced WordPress sites, e-zines, and online subscriptions increasing global subscribers.

EDUCATION

1993 - 1995

Bachelor of Arts Graphic Design | Inscape College of Design Johannesburg, South Africa

2019

Digital Marketing Certification | Google

Munich , Germany