

matt jukes



Personal Details

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Overview

Matt is an experienced Digital Creative Director with 15 years' experience. He has worked across both the public and private sectors, specialising in youth, fashion, lifestyle and entertainment brands. Since 1996, he has orchestrated both above- and below-the-line campaigns for many blue chip and boutique clients, including Coca-Cola, Nike, Walt Disney Motion Pictures, Lee Jeans and Xbox. Matt's strong design background and hands-on attitude has allowed him to lead, build and inspire creative teams.

Employment history

Creative director

2007 -2011, Codegent – London & Bangkok

Codegent is a digital agency working across a wide range of sectors. Clients include: Hoxton Hotel, Searcys and Hamleys.

Responsibilities: overseeing all projects from initial pitch, through Ai & UX to the design and build. Projects were varied and I executed several successful web and mobile applications, experience sites, e-commerce sites and CMS driven sites.

Skills:

- Creative direction and art direction
- Presenting creative, internally and to board level
- Overseeing all creative work of the studio
- Team development
- Team building

Senior Designer

2004-2007: Digital Outlook – London

Digital Outlook is a digital marketing agency specialising in the entertainment sector. Clients include: Disney and Aardman.

Responsibilities: execution of multi-language, Europe-wide campaigns, consisting of microsites, viral experiences and banner campaigns.

Skills:

- Art direction
- Design and layout
- Team development
- Concept development
- Animation

Senior Art Director

1998-2004: Spin Communications – Melbourne, Sydney & New York

Spin Communications is an advertising agency specialising in youth fashion and lifestyle that works with clients ranging from boutique fashion to FMCG. Clients included Coca-cola, Disney, Nike, X-Box and Fosters. Many of these bands Matt lead online and created their first digital presence.

Responsibilities: Overseeing creative output of new media division and integrating digital into all campaigns.

Skills:

- Creative and art direction
- Team development
- Presenting creative: internally and at board level
- Team building
- Overseeing all studio creative work

Designer

1996- 1998: The Inertia Group – Melbourne

The Inertia Group was a design agency where Matt worked on print, video and digital work and participated on all projects, fulfilling a number of roles in design and art direction. It was here Matt built his first commercial websites for Drinks Brand Sub Zero. The inertia group was later purchased by Spin Communications to form Spin New Media.

Guest Lecturer

2003 – RMIT, School Of Design (Melbourne, Australia)

2002 – Shillington University (Reading, UK)

Education

Bachelor of Design (Graphic Design)

1994-1996 – RMIT School of Design (Melbourne, Australia)

Advanced Printmaking

2007-present, Morley College London.

Referees

Available upon request.