

MATT PERKS

DESIGNER * TYPOGRAPHER * CREATIVE

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01 PROFILE

An ambitious graphic designer, currently working as a creative concept designer at Feast Creative after completing the graduate design programme at Sky Creative. I strive for innovation and creativity at every opportunity — working with big-scale brands has given me great experience, while allowing me to challenge and push boundaries when appropriate to create fresh, successful work through focus and collaboration. My experience as a freelancer has taught me to communicate well with clients and to pitch ideas effectively.

I am a first-class graduate in Graphic Communication from the University of Reading, where I received the annual Chancellor's Award for the highest average grade within the course.

02 EXPERIENCE

2026 — CURRENT

Creative Concept Designer — Feast Creative

Developing and pitching creative concepts across client briefs, building on a foundation of broadcast, advertising and brand design experience.

OCT 2024 — 2026

Graduate Graphic Designer — Sky Creative

As a graduate designer I moved between teams within Sky Creative's expansive agency, including Broadcast and Advertising. This included creating motion graphics for Sky News, digital content and branding for Sky Sports News, and working on wider campaigns for Sky Broadband and specific sporting events. This breadth of opportunity expanded my knowledge across fast-paced and longer-term briefs in a variety of design skillsets.

JAN 2021 — CURRENT

Freelance Graphic Designer — Part-time

Working on a wide array of independent design projects with clients generated through my Instagram page, producing successful solutions including:

- Merchandise for award-winning singer-songwriter Tatiana Manaois — a collection of nine t-shirts sold through her website.
- A new logo and visual identity for indie band Bash!, translating their raw, energetic sound into a distinctive brand mark.
- Developing clients' existing concepts into finalised vector graphics for a range of apparel outputs.

03 EDUCATION

2021 — 2024

Graphic Communication — University of Reading

First Class degree. Three years developing my design practice across brand identity, packaging, editorial, advertising and web design projects — with a focus on research and thorough ideation.

04 AWARDS

University of Reading Chancellor's Award for Graphic Design 2022/23

Awarded for academic excellence to the student achieving the highest average grade across all marked work within the year. Presented by Chancellor Paul Lindley OBE in January 2023.

Universal Design Awards 2023 — Nomination

Group data-visualisation poster 'NHS: Overwhelmed and Underfunded', nominated in the 'Living Words' category and featured in the UDA's 2023 exhibition in Zurich, Switzerland.

05 SKILLS

A **Adobe Creative Suite** — well-versed in Photoshop, Illustrator and InDesign.

B **Motion & video** — experienced in After Effects and Premiere Pro.

C **UI/UX** — understanding of Figma, predominantly for website design and prototyping.

D **Microsoft Office** — many years of experience with Word, Excel and PowerPoint.

E **Fast learner** — quick to pick up new software, tools and skills, both independently and from others.

F **Communication** — confident presenting to a range of audiences, from public speaking to group discussion.

06 TESTIMONIALS

"Matt has been a wonderful student for the past two and a half years and, rather satisfyingly, he's an example of someone who has sought to raise his level each year, despite starting high. He's a good designer, he writes well, he presents effectively and has a great track record with clients. Best of all, with only months left of his degree, he's still pushing to improve on all fronts."

JAMES LLOYD — DIRECTOR OF TEACHING & LEARNING, UNIVERSITY OF READING

"Matt was really easy to work with for my project. Throughout the process he was professional, listened well and responded to the design brief with careful attention and creativity."

RAPHAÉ MEMON — CLIENT; ARCHITECT AND STAGE DESIGNER

"He's kind, patient, talented, professional, and gets the work completed in a very timely manner!"

HANNAH JOY — CLIENT; ENTREPRENEUR AND A&R MANAGER