



# ANDREW MATHER

GRAPHIC DESIGNER



**Name**  
Andrew Mather



**Date of Birth**  
March 28, 1975



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## Employment

2019 - Current

### Cotopaxi Ltd **Brand Manager**

Creating brochures, illustrations, diagrams, email campaigns, presentations, case studies, stationery, newsletters, videos, software UI, website design, 3D design and interactive PDF's. Being responsible for the creation of brand guidelines and making sure all staff members are using up to date assets. Duties also include the management of Google advertising and overall brand strategy.

Apr 2019 - Nov 2019

### Heckford Advertising **Graphic Designer**

Designed all types of signage and presented either on photographs or 3D renders. I also designed brochures, leaflets, presentations and a number of 3D exhibitions. Managed weekly marketing meetings and social media posts. Designed new products from the initial concept through to manufacture.

2009 - 2019

### Spectrum Sign & Display Ltd **Head of Design** (now Widd Signs)

Duties included: - Overseeing all aspects of design within a busy design studio. Making sure day to day tasks were carried out efficiently with a high standard of work which best interpreted the clients brief. Continued the design, development and upkeep of three company websites. Produced brochures and marketing material throughout the year, meeting tight deadlines and getting print files to the printers on time and print-ready. Spectrum's highest profile account was the Aintree Grand National which I led on for 10 years. I took the lead in designing all types of signage including large areas of wall graphics, tariffs and wayfinding with an extremely short deadline.

2004 - 2009

### Reach Creative Communications **Graphic Designer**

Duties included: Working as a designer in a busy agency on all types of print, web and new media including, corporate branding, brochures, leaflets, business cards, annual reports, website concepts, business stationery, folders, packaging and email marketing. Operated an in-house digital printer for short print runs on business cards, leaflets and posters.

1999 - 2004

### JJB Sports **Shop Assistant**

1997 - 1999

### Universal Stores **Warehouse Operative**

1994 - 1996

### Temporary Placements **Ad Agencies London**

-Young & Rubican - Worked as an art director with a copy writer on a Del Monte advertising campaign  
-Bartle Bogle Hegarty (BBH) - Shadowed a creative team to gain valuable experience.

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## About Me

I'm very lucky that I absolutely love what I do for a living, it doesn't feel like a job at all, so I'll regularly learn new techniques and tricks on anything design related. Most people will play on a Playstation or watch Netflix, which I do, but I'd rather be in my office, tunes on and designing amazing assets for various projects.

My spare time is spent with my wife and we love to go walking, gym classes or just out for a meal and a few drinks. I also have a drone which I love to fly and take amazing aerial photography and video.

## References

“ I've worked with Andrew for over 10 years with the majority of this time as his manager and I would recommend him to any employee. He's a valuable asset to any company.



**Mr Julian Robinson**

[julian.robinson@rocketmail.com](mailto:julian.robinson@rocketmail.com)

“ I employed Andrew while working for Cotopaxi and he fitted in immediately with his can do attitude. He brought us a much needed design eye to all of our graphics.



**Miss Michelle Hynes**

[michelle.hynes@globusgroup.com](mailto:michelle.hynes@globusgroup.com)

**More reference's are available from my current employer if required.**

## Education



1992 - 1994

**Doncaster College**

Advertising Design HND Course - Grade Merit



1990 - 1992

**Wigan & Leigh College**

Advertising Design BTEC Course - Grade Merit



1986 - 1990

**Shevington High School**

8 GCSE's Including:

-English Language -English Literature

-Maths -Science 1 & 2

-Craft Design & Technology -Art

-Media Studies -Business Studies

## Personal skills

Communication



Teamwork



Creativity



## Professional skills

Graphic design



Web design



Illustrator CC



Photoshop CC



Indesign CC



Adobe XD



Premier Pro CC



After Effects CC



Google Sketch Up 3D



Dimensions CC 3D



Webydo - Websites



## Interests & Achievements

Keeping fit and healthy is a must. Running, I've taken part in several half marathons and completed the Edinburgh Marathon. Gym work and light weights. Played amateur football to a high standard until the age of 32 and won several league and cup titles. Won players player of the year two years running. Had two trials at Everton at the age of 15.



fitness



movies



drone-photo



design



sport

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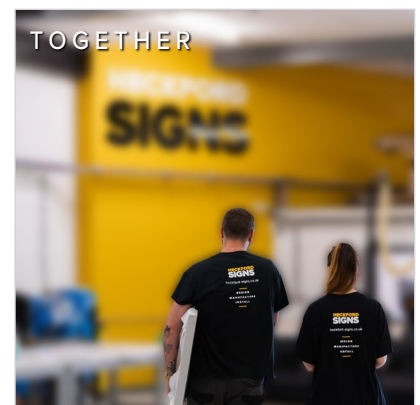
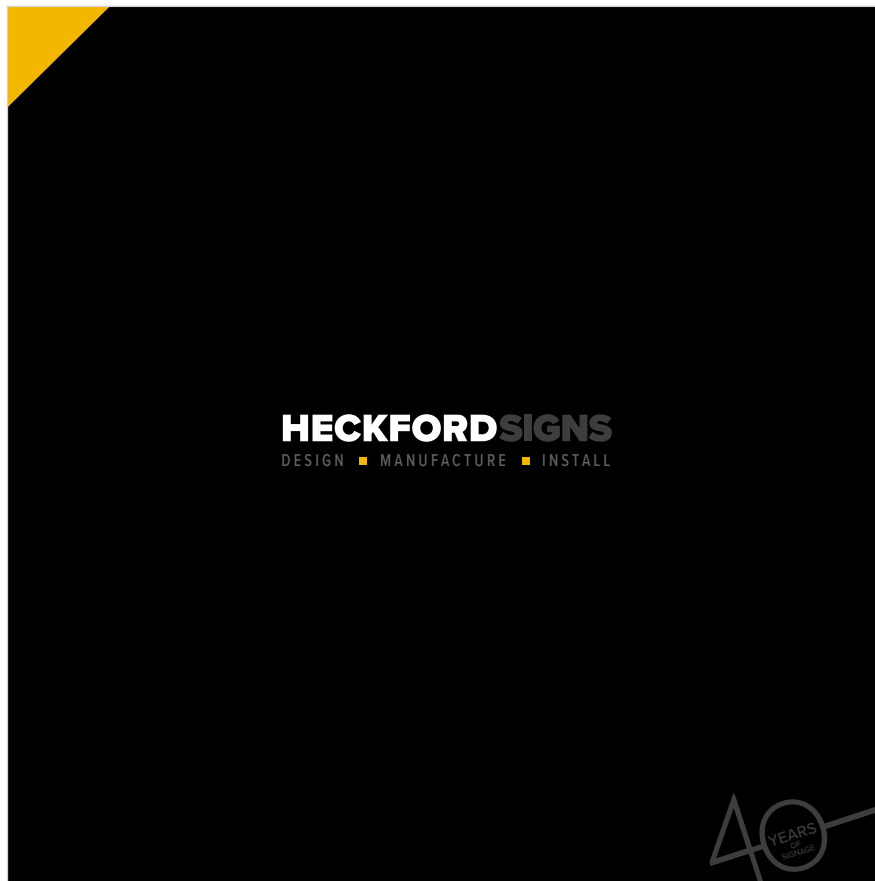
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## Brochure Design

Please click on an image to see the full project



1

### Heckford Signs Brochure

As well as designing the brochure, I worked closely with a photographer in order to show our capabilities in signage manufacture and installation.

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## Brand Guidelines

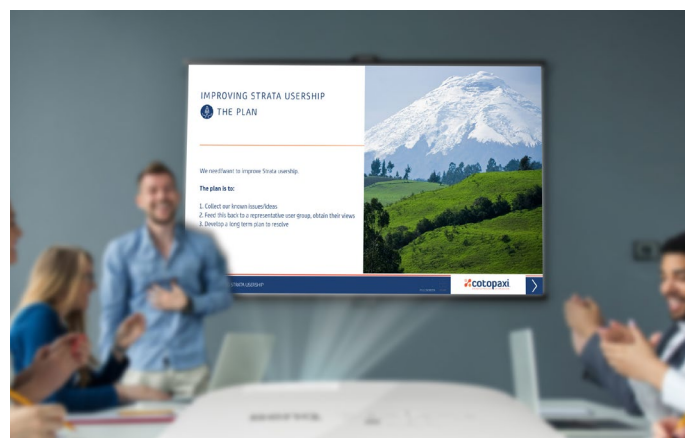
Please click on an image to see the full project



2

### Cotopaxi Brand Guidelines

A full catalogue of design assets, created by myself, added to the guide for any employee to use and have handy links to each.

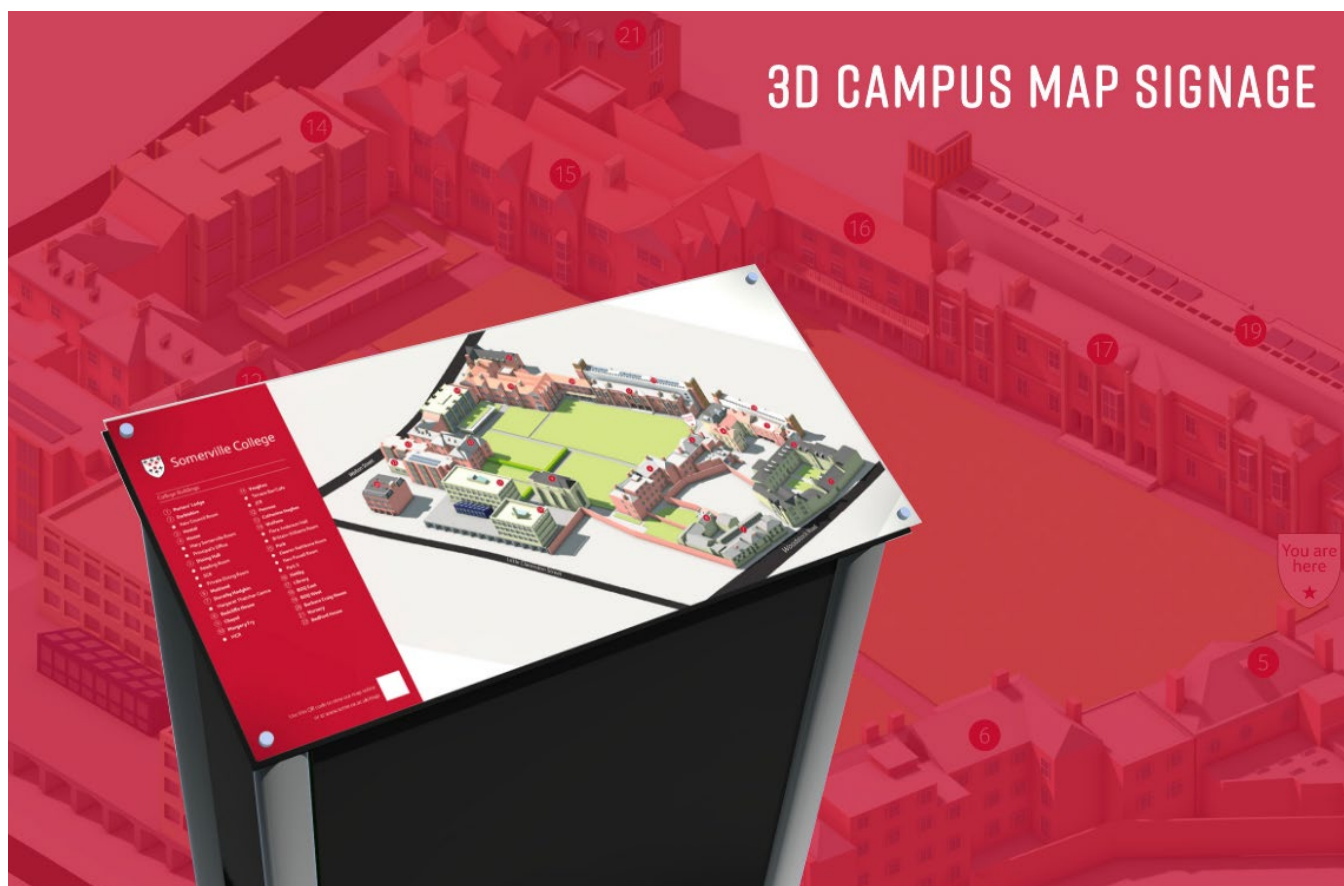






## Signage Examples

Please click on an image to see the full project



3

### Signage Examples

With over 10 years working for signage companies, it has given me the experience in designing for all sorts of different projects, from an Oxford Uni Campus 3D map, to a Horse box bar at the Grand National. A key factor of presenting ideas, is showing them in a real life situation so the client understands the size and how things could look.

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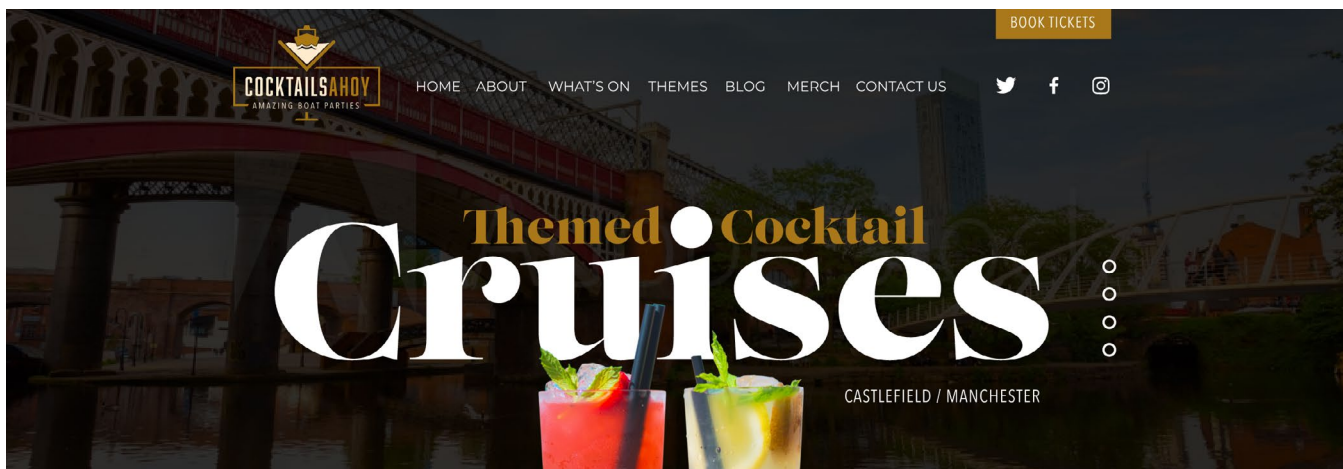
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## Rebrand

Please click on an image to see the full project



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### Rebrand

I took on this rebrand as a freelance project for a local barge company who have two barges in the popular Castlefield area. From the initial logo design, it soon turned into t-shirts, websites and signage for the boat.





## Various Cotopaxi Brochures



5

### Various Brochures

With a lot of products and services comes a lot of literature, which needs to be individual but look like it's part of the same family. Please let me know if you would like to see the full set of brochures.



**cotopaxi**  
ENERGY & PROCESS OPTIMISATION



## Cotopaxi Website Redesign



6

### Cotopaxi Website Redesign

This concept was born from needing to make the site more user friendly and have much clearer calls to action.







## Rebrand Part 2



### 7

#### Rebrand 2

The same barge company returned with a new concept, they wanted it much more edgy with links to the deep south and New Orleans's.



## Design & Print



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## Promo & Training Videos

Please click on an image to see the full video



9

Movers & Shakers is my wifes company, I carry out all their graphics and promotions including this social media video promoting cocktail garden parties.



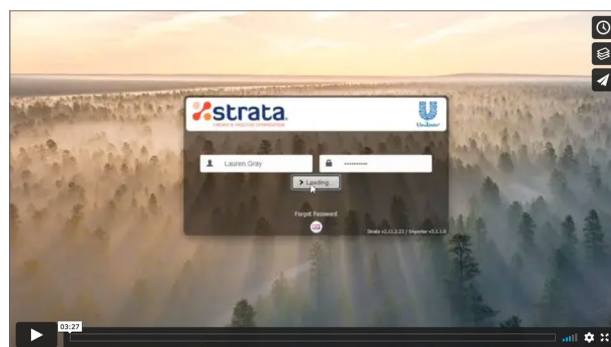
10

Energy Management software called Strata has some outstanding features all outlined in this quick social media video.



11

Adtrain are a new startup and recently worked together on Google advertising campaigns. They needed to compile all their testimonials into one handy video to be emailed and added to their website.



12

This is one of a set of 18 software training videos I created using Premier Pro, screen recording and a piece of Ai voice over software.

Thank you for taking the time to look through my CV and I'll look forward to hearing from you soon