

Matthew Snow

Graphic Designer and Illustrator

CONTACT

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EDUCATION

Arts University Bournemouth
BA (Hons) Illustration

Arts University Bournemouth
Foundation Diploma in
Art and Design

Barton Peveril College
A level Graphic Design, Maths,
Business Studies

AS level Economics

Bitterne Park Secondary
12 GCSEs A*-B

SKILLS

Adobe Creative Cloud Suite
(Illustrator, Photoshop, InDesign,
After Effects, Fresco)

Figma

Microsoft Office
(Word, Excel, Powerpoint)

PROFESSIONAL PROFILE

Designer with eight years' experience shaping brand identities, UI systems, editorial layouts, and campaign assets, who bridges creative vision and commercial delivery. Experienced in presenting to executives and collaborating across marketing, operations, and development teams. A proven track record of delivering work at scale, from international venue rollouts and multi-brand redesigns to bespoke illustrated commissions, with a hands-on approach that spans print, digital, and environmental design. Equally comfortable leading projects independently and coordinating with external contractors, journalists, and suppliers to meet tight deadlines.

WORK EXPERIENCE

Red Engine (Flight Club and Electric Shuffle) - Graphic Designer (2022-2025)

- Conceptualised marketing campaigns for the opening of five Flight Club and five Electric Shuffle venues, with seven in the UK and three in the US.
- Designed a new UI, with the Game Development team, for the Electric Shuffle touch screens, consolidating two separate versions into one reducing venue staff errors by 32%.
- Created animated social posts (paid and organic) that increased engagement on Instagram by 20% .
- Worked with the Operations team and head chef to create six new food and drinks menus, ensuring they were printed and at the 14 UK Flight Club and 8 Electric Shuffle venues ready for each new bi-yearly menu launch.
- Collaborated with multidisciplinary teams across the company including Marketing, Interior Design, Web Development, Game Development, Operations, People and Dressing and Production.
- Developed a 1000 piece stained glass design with the CEO, Creative Director and Head of Interior Design, and coordinated the construction with the maker in Northern Ireland, for the Flight Club Edinburgh venue shopfront.

Law Business Research - Graphic Designer (2018 - 2022)

- Collaborated on a redesign of 10 brands to digitise and align into a more cohesive family of brands after Law Business Research merged with Globe Business Media Group.
- Coordinated six World Trademark Review magazines using Jira software to allow for agile project management and collaboration with journalists, editors, and my team.
- Produced three LawCareers.Net handbooks, used by 60% of trainee solicitors who receive a training contract, including creating a navigable digital version when freshers' fairs couldn't happen in September 2020.
- Created visual assets including app banners, stage backdrops and signage for global events in EMEA, US and Canada, Latin America and Asia-Pacific.
- Illustrated six magazine covers for Global Competition Review, Intellectual Asset Management, World Trademark Review and Latin Lawyer.

Grounded Attire/Freelance Illustrator - Self Employed (2015 - 2018)

- Founded Grounded Attire, a clothing line, and sold apparel across Europe.
- Managed client briefs end-to-end, from concept through to final delivery.
- Created original pointillism illustrations with precision and fine detail.
- Exhibited and sold my work at a gallery on Shaftesbury Avenue.

Zone Creations - Fabricator (2015 - 2016)

- Part of a team designing and manufacturing specialist perspex products for clients including Macallan, Burberry and the Royal Family.