

Matt Bibby

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An artistic designer from the North East with five years experience producing artwork for a wide variety of apparel markets. From trend spotting and developing direction, through to artwork and product development, excellent CAD skills in Photoshop and Illustrator make for a specialist apparel artwork designer. A total nerd, a design geek, a doodler and a painter with a passion and a sense of humour.

Skills:

Full Fluency in Adobe Illustrator and Photoshop
Confident with traditional art media
Excellent Communication skills, including drawn, written and verbal
Fast and confident worker

Experience:

Freelance Graphic Designer

November 2004 – Present

Nottingham, England, and Tokyo, Japan

Providing a wide range of graphics and artworks for clients including Wrangler Europe, Fly53 (Sabotage Ltd), Russell Athletic, WGSN and Arcadia Group's Topman. Responding to and providing creative direction across a variety of markets. Working from a home studio in the UK and also in Tokyo.

Associate Global Graphic Designer, Timberland Ltd

November 2005 – October 2007

London

Employed in a large scale brand environment developing tiered graphic stories, trims and branding. Creating designs from inspiration trips and trend presentations, developing techniques and liaising with vendors, through to producing visual communications and managing freelancers. Aided in elevating the brand through its graphic language, developing garments that have sold up to 19,000 pieces worldwide. Fully involved with garment design, fit and finishing alongside embellishments.

In-House Graphic Designer, Wrangler Europe

March 2004 – November 2004

Antwerp, Belgium

The sole in-house graphic designer to the entire Wrangler Europe range (including W-Rivet, Classic and the premium BlueBell line) over a contracted freelance period. Working with the design team to create direction, seasonal artworks and deliver designs to the development teams. Credited with raising the brand profile, engaging a younger consumer, and freshening the visual language of the 2005 to 2007 ranges.

Freelance Graphic Designer

June 2002 – March 2004

Nottingham, England

Freelance graphic designer for a wide variety of clients including Worth Global Style Network (wgsn.com), Gul International, Fenchurch Clothing, Arcadia Group's Topman, and SMP Clothing Australia. Following and creating art direction, artworks were created across all levels of markets, from high-street to surf and magazine. Covering a broad range of artistic styles, a varied and flexible hand-writing was further developed.

Apparel and Graphic Designer, Smith & Brooks Ltd

*June 2002 – September 2002
London, England*

Designing garments and artwork for the 'Maui & Sons' licence, prints for Bhs and Woolworths, and handling designs from licences such as 'Harry Potter', 'The Lord of the Rings', 'Action Man' and 'Barbie'. Working across ages 6 years and upwards, with a focus on the high-street retailer.

Apparel and Graphic Designer, SMP Clothing Australia Ltd

*June 2001 – August 2001
Sydney, Australia*

Graphic designer for this extreme sports clothing label in Surrey Hills. Producing range books for sales representatives, artworks for garments and point-of-sale, and also trims and accessories designs.

Graphic Designer, NRG Clothing (Seres Australia Pty)

*May 2001 – June 2001
Sydney, Australia*

Responsible for producing garment illustrations and designing graphic elements for both the men's and women's ranges.

Accessories and Graphic Designer, Aztec Rose (Dome Exchange Pty)

*January 2001 – May 2001
Sydney, Australia*

Designed accessories and artworks for this Aussie girls' surf brand along side the development of a brother men's surf label. Designing trims, graphics, point of sale, and developing brand direction and marketing ideas.

Education:

1998 – 2002 University of Derby

UoD Art, Design and Technologies, Britannia Mill, Mackworth Road, Derby
Bachelor of Arts Fashion Studies (Honours) - First Class Degree

1997 – 1998 Cleveland College of Art and Design

CCAD Green Lane, Linthorpe, Middlesbrough
BTEC Foundation Studies in Art and Design – Distinction

Interests:

Riding (and tinkering with) single-speed or fixed wheel bikes, drawing and painting, tattoos and rockabilly, loud music, live shows, lazy weekends, reading newspapers and books, cooking, learning Japanese, filling my book case with art and design, collecting low-brow prints, spending time with friends and family, horses and dogs.

References:

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