



# Matt King

BSc

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## GRAPHIC DESIGNER

*goa Billboards · Brisbane · Current*

- Design digital and static billboards for direct & agency clients
- Develop and execute the LOWD.com.au brand
- Mock-up artwork for client proposals and brand marketing
- Design brand assets - social media, beer cans, logos, promo videos.

## CREATIVE MARKETING ASSISTANT

*Busy Bees Early Learning · Brisbane · 2021*

- Develop campaigns, logos, collateral, and brand guidelines
- Detail design principles based upon existing brand image
- Interface with marketing team and external digital agency
- Champion the brands through social channels

## FREELANCE GRAPHIC DESIGNER

*International · 2020*

- Design and refine branding elements for various small brands and creatives
- Internal pitch decks, logos, collateral, brand guidelines and some web design
- Detail design principles based upon existing brand image
- Champion the brands through social channels

## STRATEGY DIRECTOR

*FOH Creative · Portland, USA · 2019*

- Lead the development & refinement of internal brand strategy & messaging
- Develop brand & social for service industry & non-profit clients
- Provide creative direction to design team & drive cross-functional collaboration
- Collaborate with creative & brand leaders to develop acquisition innovation
- Advocate the brand through brand expression & execution, ensuring all messaging, collateral, & identity reflect original positioning

## PRODUCER

*NIKE · Beaverton, OR · 2018 - 2019*

- Define tools & processes to support overall organizational excellence & change management
- Assist in collection of key project metrics & health indicators
- Develop project branding & managed internal content creation

## DIPLOMA OF GRAPHIC DESIGN, 2021

*SAE Institute, West End*



**This is me...  
and the things I do.**

I am a graphic designer + producer with a strong affinity for digital collateral design, typography, and beer.

My work has led me down branding boulevards and poster design roads, winding through digital asset alleys, all the while keeping my footing in typography and layout composition.

Having recently returned to Brisbane, Australia from Portland, Oregon, I'm keen to get involved with other creatives in every avenue.



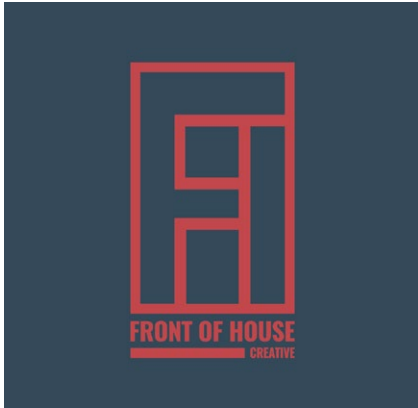
## goa Billboards

For goa Billboards I have developed many pieces of artwork including the 'Glow Up' piece at the bottom left to promote an energy efficient billboard.

For an event partnership I developed the beer branding as a promo item. These are to be printed on a local brew and given out at Cannes in Cairns.

I also designed the logo for goa's Community Partnerships program through which the company gives free billboard space to local charities.





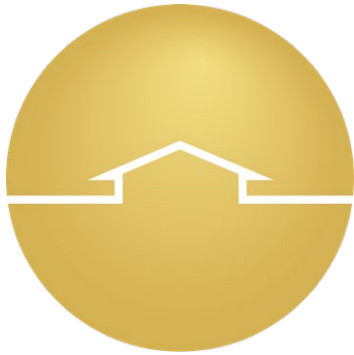
## Front of House Creative

For the small firm I started with my partners a few years ago, we wanted a logo which encapsulated our ethos and gave a nod to the core focus of our business. This was to provide a set-menu of marketing & design services specifically tailored for small restaurants, bars, food trucks which typically have a tight budget for such services.

This lockup is presented as an abstract interpretation of a restaurant menu and the company initials, with the word mark beneath.

The additional mark below shows a stepping stone in the design process. I felt while this option was approachable, it didn't effectively represent our mission.





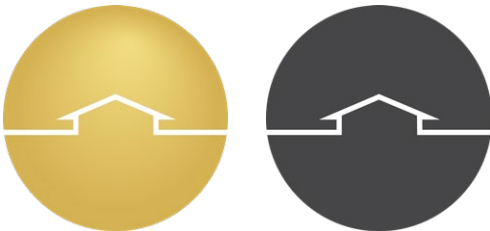
# PROPERTY OWNERS AUSTRALIA

*Build Your Future*

## Property Owners Australia

Originally tasked with a brief requesting a shield style mark, I worked with the client to come to this final design which incorporates the broad look they were seeking but in a contemporary form which lives well at various sizes and allows for the mark to be recognisable outside of the full lockup.

The final delivery included alternate logos, word marks, and brand guidelines.





## Majik Mushroom

A client approached me in Portland to design a number of assets for both a hemp cookbook and their overarching brand Majik Mushroom. This included layout of the book itself, additional graphic content for the book, a number of social assets, and this logo.

The client was seeking a simple design that was somewhat playful, earthy, and gave a slight nod to their underlying ethos - supporting educating the public on the importance of mushrooms, and the mycelium network, to life on earth.

This project was a fun challenge in working with a client across multiple deliverables and in producing the book itself which became an involved process of revisions and interfacing with the LA based printer which is the single printer using hemp paper in the US.

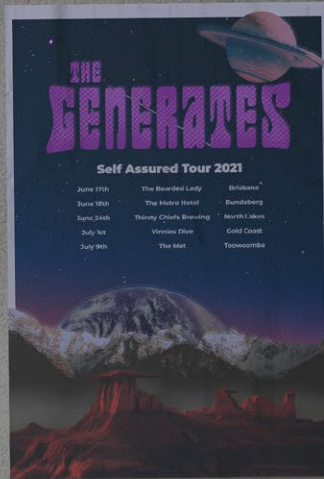


## **The Generates**

This is an up-and-coming Brisbane band who I have been working with consistently through 2021. After deciding to change their name (originally Plastik Reality), they first required a new image before relaunching themselves. Their visual influence stems heavily from a retro-futuristic aesthetic, which along with their swagger-fuelled-Strokes-esque sound, inspired this mark.

Following their relaunch, I have produced a number of gig posters and album artworks utilising various elements including photography and illustrations. (See following page for some of these)








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**THE GENERATES**



**\$15**


THE BEHIND-ADV THE BEHIND-ADV THE BEHIND-ADV

**Koko Uzi  
The Glycereens  
Ben Tension**

TOO SLOW SINGLE LAUNCH TOO SLOW SINGLE LAUNCH TOO SLOW SINGLE LAUNCH TOO SLOW SINGLE LAUNCH TOO SLOW SINGLE LAUNCH

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### **Cyclone Records**

Jimmy Cyclone approached me to create a new logo for his music production business following a desire for a cleaner look.

Jimmy himself is a rag-tag person and seeks to infuse a similar feel into his work so I spent some time watching his workflow and personality and infused that into this new lockup and individual mark.





## Jagged Ridge Brewing

As part of my studies at SAE Institute I had an opportunity to brand a business based solely on the name. I have a strong passion for beer logos and labels so it was a no brainer to develop a brand for “Jagged Ridge Brewing”.

Drawing upon inspiration from the “fat lines” work of one of my favourite designers, Aaron Draplin, and my time staring at beer labels of famous breweries in Oregon, I landed on the top logo.

Beneath this is a secondary option which, while not making the cut, I still feel is a great badge-style design.





## Maiwar Brewing

This one is for fun!

Maiwar Brewing is a fictional brewery named for the local Indigenous name for the Brisbane River and takes a slightly more crafty approach to a brewery logo. The use of hierarchy and typeface choice produced a clean, approachable design that sits well in the burgeoning Australian craft beer scene.

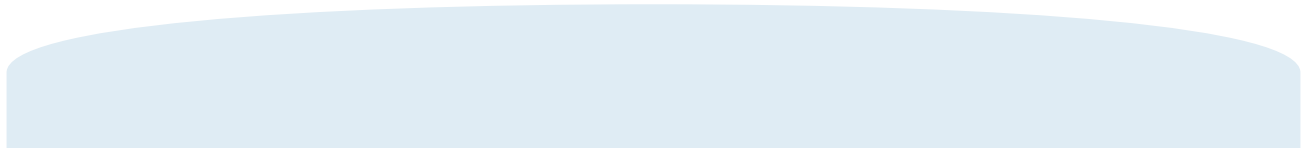
EST · 2020

**MAIWAR  
BREWING**

PROUDLY QLD BREWED

BRISBANE

**Check out these next few  
pages for more gig posters!**







# SINKIN' SCHOONERS



Dave & The Mudcrabs  
Saint Skirts  
Maybe I Like the Misery

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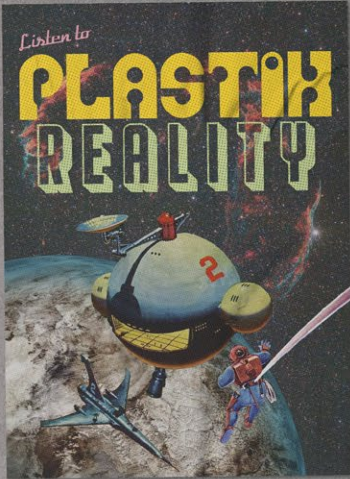


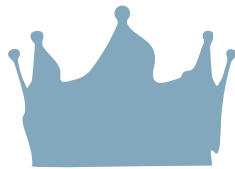
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