

# **.MATTKEELING.COM**

## **ILLUSTRATOR & GRAPHIC ARTIST**


CLOTHING GRAPHICS, GAMING UI GRAPHICS  
CONCEPT ART, CHARACTER DESIGN.

FOUNDATION GENERAL ART & DESIGN  
(COLCHESTER INSTITUTE)  
B.A. ILLUSTRATION (LOUGHBOROUGH)

20 YRS EXPERIENCE FREELANCING  
FOR A DIVERSE RANGE OF CLIENTS.

## **MATTHEW KEELING [02.07.1976]**

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### **Work Experience:** [Limited highlights selected]

#### **Walt Disney Company. 2005 – Present** (Various 6–12 month contracts)

Trend research and presentation.

Creating designs and layouts for Style Guides.

Boyswear Graphics for direct to retail High Street clients.

Graphic concepts for Softlines, Mens and Womenswear Streetwear.

#### **Tesco F+F Clothing. 2005 – Present** (Various 6–12 month contracts)

Trend research and presentation.

Creating and designing graphics for Boyswear working alongside the designers and wider teams.

#### **EA Games. – 2013 – 2019** (Various game editions)

Need for Speed - All in game graphics (World signage, Car Wraps and Liveries, Branding,

Crew Emblems, Race Start Tarmac Stencil Art, World Billboards, Cop Badges, TV Station Branding,

Gamer Tags, 25yrs Collectable Art, Decals and Sticker Arts).

Covering concept through to final artwork delivered as 2d digital layered files.

#### **Asda – George. 2019**

Trend research and presentation.

Creating and designing graphics for Menswear.

#### **Primark 2019. – Present**

Trend research and presentation.

Creating and designing graphics for Menswear working alongside the designers and wider teams.

#### **Somerbond. – 2015–2017**

Trend research and presentation.

Creating and designing graphics for Mens and Boyswear Licenses including Marvel, Disney, Warner Bros, BBC, ITV, and others for retail clients.

#### **Natural Motion Games. – 2015**

CSR Racing Car Liveries, UI Icons, Crew Emblems, graphic trend & style research.

• Additional clients (worked for in the last 5 years) and information is available on request.

*Excellent knowledge and experience of Graphic Design – Graphic Art – Concept Art  
Illustration – Digital Illustration – Brand Development – Fashion Design – Concept Design  
Fashion – Visualising – Sign Painting – Trend Analysis – Fashion Illustration  
Concept Development – Logo Design – Trend Research – Screen Printing – Textile Design  
Art Direction – Typography – Drawing – Packaging Design – Layout – Image Manipulation  
Main Software – Photoshop – Illustrator – ProCreate*