



CV

Matt Yeo

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Personal Information

Resident in St.Austell, Cornwall
11 03 1988
Single
British

Personal Profile

Graduated from University College Falmouth in July 2009. Sole Designer and Co-founder of an events business in Nov 2009. Confident, versatile and passionate about design with meticulous attention to detail. Ambitious, hard working and motivated towards anything I set my mind to. Employed through-out further education. Driven and eager to learn and develop in every aspect of design. With strong communication skills, prioritisation and vast experiences working as part of a team. Creative thinker and Business minded with the ability to work well under pressure.

Qualifications

- 2006 - 2009 **University College Falmouth**
BA Hons. Degree Graphic Design
- 2004 – 2006 **Truro College**
National Diploma A&D (Graphic Design), Distinction Distinction Merit
- 1999 – 2004 **Penrice Community College**
GCSEs: Graphic Design - A, Art & Design - AA, Performing Arts - B,
English - C, Mathematics - C

Awards

- 2010 **Jude's Dairy Ice Cream**
Bronze Winner Cream Awards – Packaging
- 2009 **Ashburton**
Gold Winner Graphis – Design Annual 2011
Gold Winner Cream Awards 2009 – Best use of illustration
Gold Winner Cream Awards – Animation
Gold Winner Roses Awards – Best use of illustration
- 2009 **RCSL Exeter Logo Competition**
£100 Winner

Computer Skills

Platforms

Fully competent with Apple Macintosh and PC

Software

Competent with Adobe Photoshop, Illustrator and InDesign
Basic knowledge of Adobe Dreamweaver, Flash, Premier and Director
Competent with Microsoft Office

Experience

Dec 10 - Jan 11
Freelance

HMRC 10% Campaign

A campaign for the Governments movement to becoming the "Greenest Government Ever". David Cameron is cutting his carbon by 10% at home and across the government estate

What was initially a small project has quickly escalated Nationally through HMRC:

"I was hugely impressed in which the campaign not only draws in people's attention but also creates memorable images that has a much greater chance of changing peoples behaviour towards the environment. The creative and innovative way in which you have captured these simple messages has been extremely well received, so much so we are now planning to direct these across the Country within HMRC." Trevor Gillman, HMRC Contact Centre Manager

Nov 09 - Dec 10
Experience

Revolution Parties

An events business aimed towards producing ongoing theme parties for a 16+ audience. Corporate Identity, Advertising, Ticket Design and Online Promotion required through-out

- Ongoing Consultation and Business Management of a successful local business
- Complete management of all Design, Creative Direction and POS
- Produced sell out events through advertising and promotions

March 10
Placement

ASHA

Corporate Identity and Product Design with Jude's Ice Cream during experience with ASHA

- Various designs for patterns, illustrations and ideas, contributing to the final design
- Received Bronze Award for 'Best Packaging' in the Cream Awards, due to its innovative use of the label dipping into the ice-cream, together with portraying the country craftsmanship and personal touch that goes into making it. The hand-drawn illustrations and bold colours were also a contributing factor

Sept 09
Placement

ASHA

Working on Corporate Identity and Product Design for a variety of clients. Active participation in projects for Ashburton, IOCC, Nimbus, Royal Mail, The Bread Tin and WWF

- Multiple Gold Award Winning illustration for Ashburton's Japanese Equity Fund. Awarded for its creative platform to deliver a unique visual expression, through collage and animation made from simple objects found on any working desk

July - Aug 2008
Placement

Oakwood Design Consultants

Working on Brand Identity, POS and Advertising. Active participation in projects for Guess With Jess, UNITE and Hot Wheels

"His work on logo ideas for 'Guess with Jess' have been considered at all stages of the pitch and certainly many components of his ideas have been utilised." Neil Sims - Partner and Creative Director

2009 - 2010
Freelance

Freelance

Work includes Packaging, Brand Identity, Advertising and Print for various freelance projects and self-initiation briefs to keep developing and improving design skills and experience, together with exploration and nourishing creativity

Interests

Active participation in Football (Team Captain), 8 Ball Pool (Team Captain), Snooker and Golf. Cooking, Photography, Psychology and History

References available on request