

Matt Ennion



Senior Designer & Art Director

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Connect on [LinkedIn](#)
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Brands

Pepsi, Rockstar
Hasbro, Lego
José Cuervo
Kraken Rum
ASDA & Toyou
Monkey Shoulder

Agencies

Because XM
The Mill Group
TBWA\London
Iris Worldwide
Manifesto/TPX
Parachute studio

JUL '15 - PRESENT

Lego - Global Live Team

OCT '15 - MAR '18

Me-JPMH, London

OCT '13 - JULY '15

Click Tag, London

MAR '13 - AUG '13

JPCreative, London

OCT '11 - FEB '13

CHS, Bournemouth

DEC '08 - JUL '11

University Of Wales

About me

I'm Matt, a Senior Designer and Art Director with over 15 years experience across a range of leading creative agencies and brands. Commercially minded and insight led, I strive to create engaging, persuasive work that grabs attention and drives conversion.

My skills focus on design and art direction for brands such as Pepsi, Kraken Rum, Domino's Pizza, Nestlé and Lego. Whether it's dynamic multi-platform social content, eye-catching outdoor advertising or strategic integrated retail campaigns, I love to pursue great ideas and craft.

I'm originally from the New Forest. I love travelling, muay thai kickboxing, ice coffee and all biscuits.

Primary skill Set

- Creative lead/design and art direction
- Ideating and developing integrated campaigns
- Concepting for animation, display ads and video
- Producing multi-format campaign toolkits
- Leading key visual design and execution
- Producing multi-platform social media content

Secondary skill Set

- Developing bespoke brand identities
- Creating or expanding brand guidelines
- Editing imagery and vector illustration
- Pitch and presentation support
- Scamping ideas and concepts
- Visualising and mock ups

Software

Design - Adobe Creative Suite 2023 (basic After Effects), Figma, Mockingbird, Balsamiq

Productivity - Miro, Asana, Jira, Trello, Notion, Basecamp, Microsoft Office, Google Workspace

Freelance Senior Designer & Art director - Various brands & agencies (left)

Versatile, meticulous lead creative across multiple touchpoints for FMCG and BTC brands

- **Pepsi** - Strategic campaign ideation for the launch of the Pepsi rebrand across European markets
- **Kraken Rum** - Developed a disruptive, Christmas retail campaign to cut through festive clichés
- **ASDA Toyou** - Crafted the impactful brand look and feel across the whole consumer parcel ecosystem
- **William Grant & Sons** - Concepted vibrant integrated shopper visuals for their summer giveaway

Freelance Senior Designer - Lego Social Channels & Lego.com

Effective inhouse senior creative for owned channels, including licensed IP promotions

- Delivered highly shareable, planned and reactive content for seasonal, occasion and news based events
- Art directed and storyboarded campaign visuals and ideas for micro sites, games and animations
- Collaborated with key category stakeholders, developers, 3d animators and third party agencies

Senior Digital Designer - Nestlé Purina, American Express, Johnson & Johnson

Developed comprehensive campaign toolkits, website templates and storyboarded animations

Middleweight Digital Designer - Pizza Express, Citroën, Now TV

Concepted multi-format display ads, storyboarded animations, designed email and website visuals

Middleweight Integrated Designer - BT, UK Chamber of Shipping, ETX Capital

Executed bespoke brand development, brand film art direction and designed brand led presentations

Integrated Designer - Domino's Pizza, Barclaycard, LV=, Lakeland

Created a viral Xmas game for Domino's, as well as various direct mail, print and social media concepts

First Class BA (Hons) - Graphic Design Communication