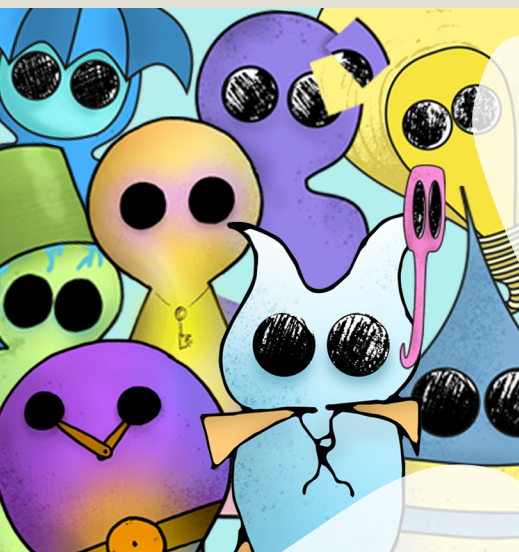
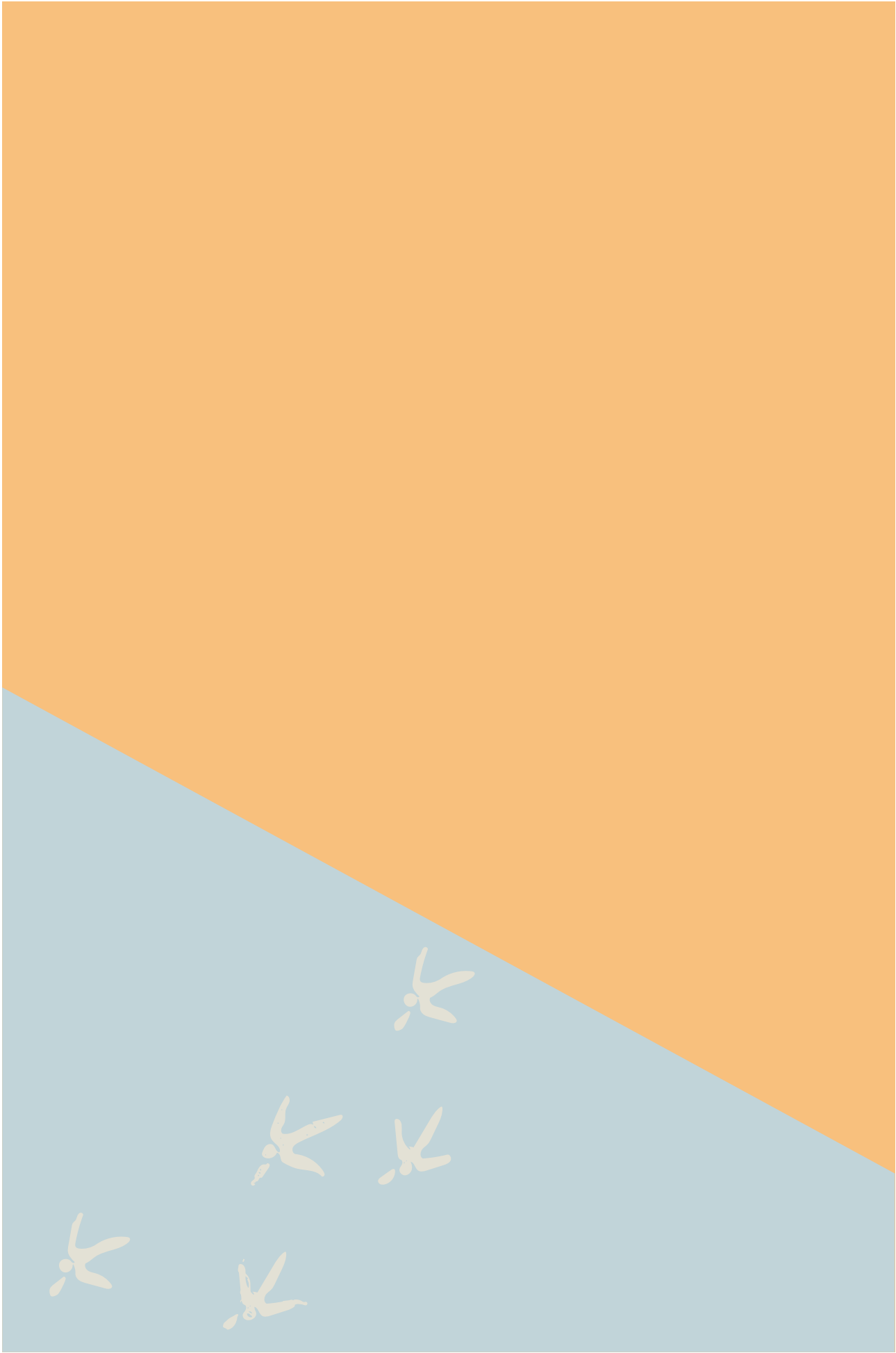


P O R T F O L I O

MATT HAMER | GRAPHIC DESIGNER

BRANDING // ILLUSTRATION // TYPOGRAPHY
ANIMATION // LAYOUT // WEB // UX .





HELLO

Welcome to my portfolio which contains a selection of work from a range of projects I have completed. You will find a broad range of skills that include illustration, photography, typography and moving image. I like to think of myself as a multi-disciplined designer with a passion for creating innovative, unique and engaging promotional content. Please don't hesitate to get in touch if you have any questions about any aspects of my work.

I understand how powerful design can be and believe by having such a wide and creative interest in the design industry I can utilise my knowledge and skills to develop the perfect strategy, working to produce an ideal solution to a brief. I have been involved in creating brands, producing branded products, illustrated and designed editorial pieces, helped to build gaming concepts and worked on social media platforms and marketing.

I love what I do!

MATT HAMER | GRAPHIC DESIGNER

Social Media

Content Creation

Artworker

Service Design

UX Design

UI Design

Game Design

Illustration

Editorial

APART OF ME



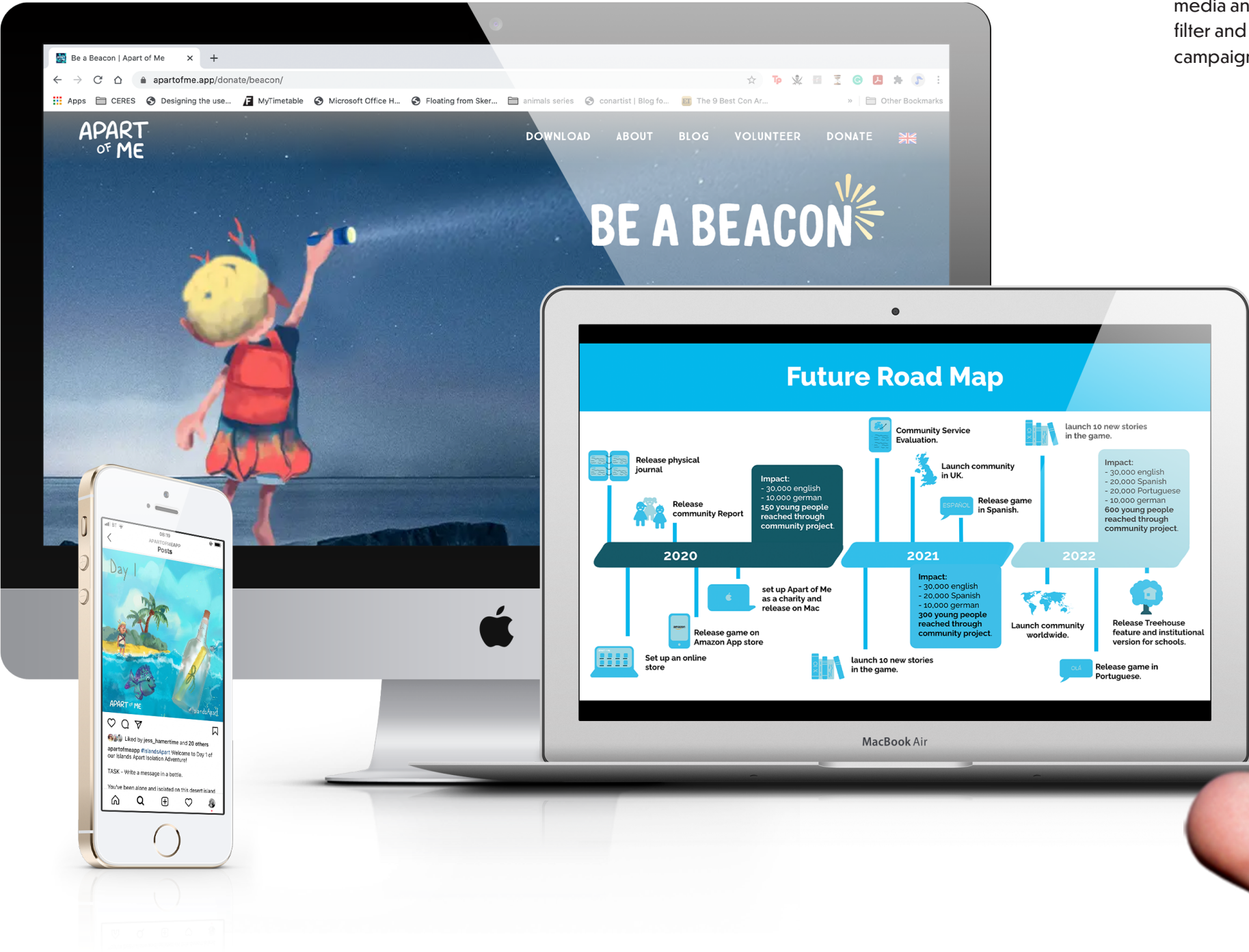
APART OF ME -BY BOUNCEWORKS ONGOING

A free mobile game by 'Bounce Works' to help young people through bereavement. My work on this promoted the game, resulting in far greater number of downloads than anticipated. I'm the lead designer, working across the organisation . I create reports, AR filters, produced illustrations and developed social media challenges.

<https://apartofme.app/>



As lead content creator I have create a wide variety of designs in both print and digital media. Some examples below are designs and branding for for a regular donor landing page and sub brand, presentation for investors, illustrations for social media and web content and an augmented reality filter and video trailer used for a social media campaign



Branding

Logo Design

Event

Typography

UX Design



Tour of Britain 2020



TOUR OF BRITAIN, CORNWALL STAGE

Logo and branding design for the Cornwall stage of the tour of Britain which was to be hosted in September 2020.



A website and app keeps the public informed of all things Cornwall, from finding community events, volunteering throughout the festival and tracking the live race.



The colours and identity are used throughout the festivities, from banners that use the cyclist icon to promotional merchandise, that utilise the black and white of the Cornish flag.

ART FOR REFUGEES:

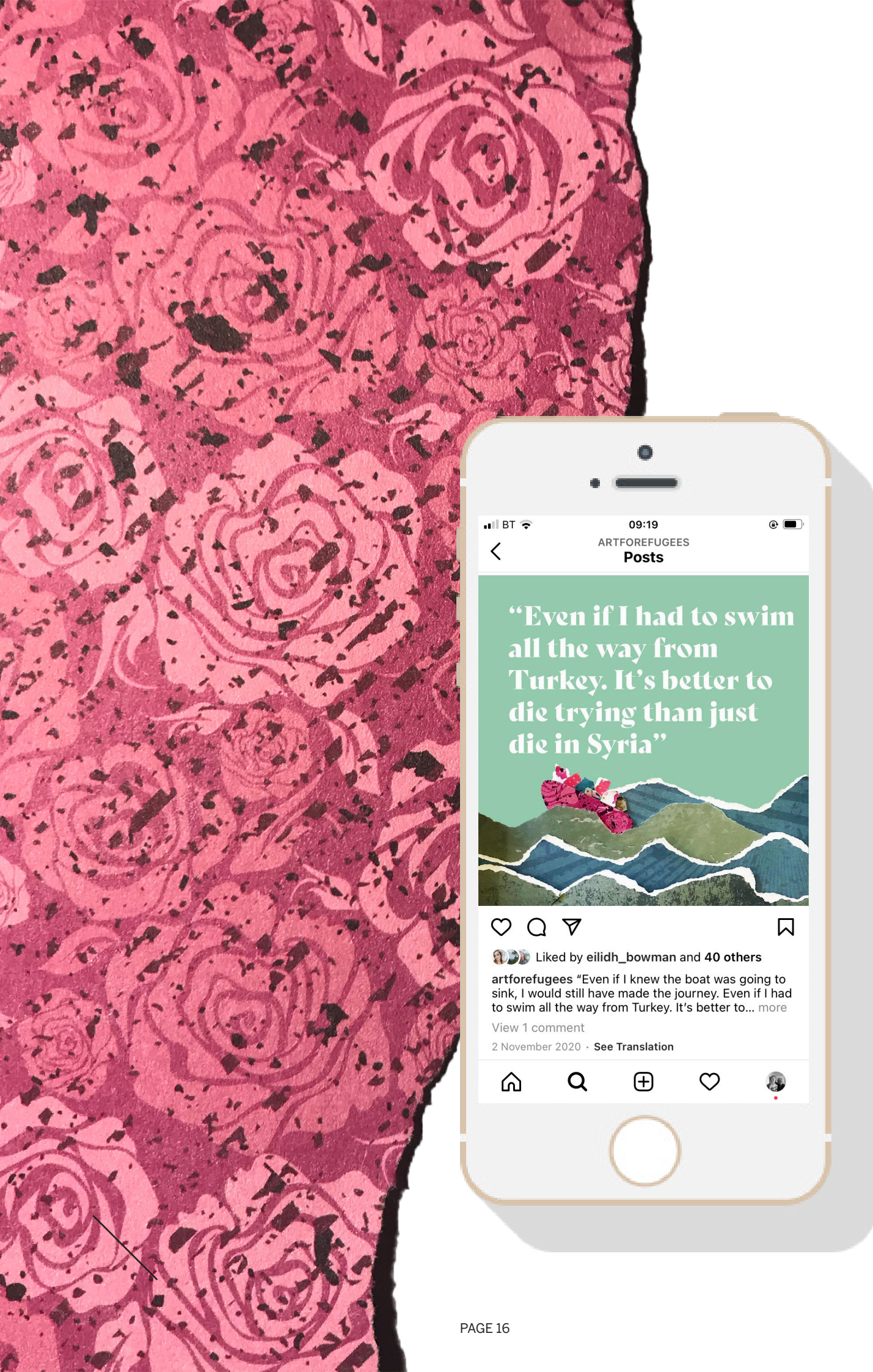
An organisation that collects and sells art from artists worldwide to raise funds for partner refugee charities.

Branding**Logo Design****Identity****Social Media****Copywriting**

Art for Refugees

As co founder and lead designer of Art for Refugees I developed a logo and a brand identity.





The identity takes the form of patterned paper collages that can easily be recognised across social media. The design can be used subtly to showcase other artists' work and be used on its own to create our own illustrations that can sit alongside facts and stats.

Branding

Illustration

Editorial

Marketing

Social Media

West Northumberland

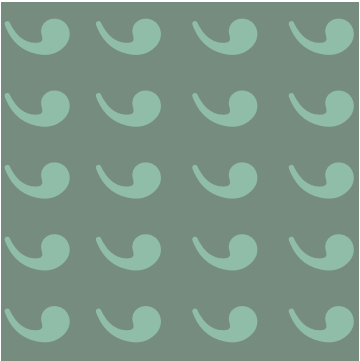
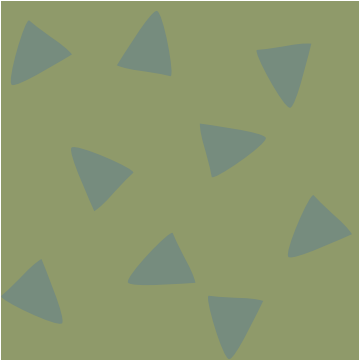
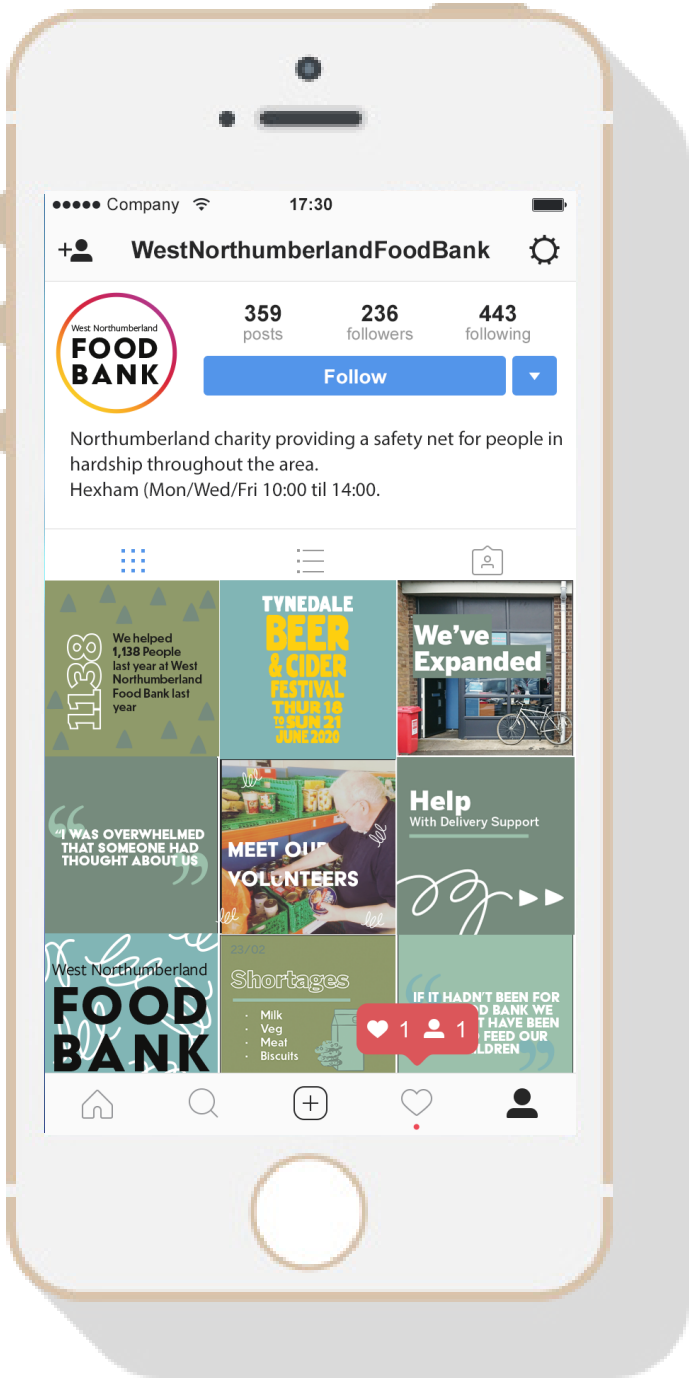
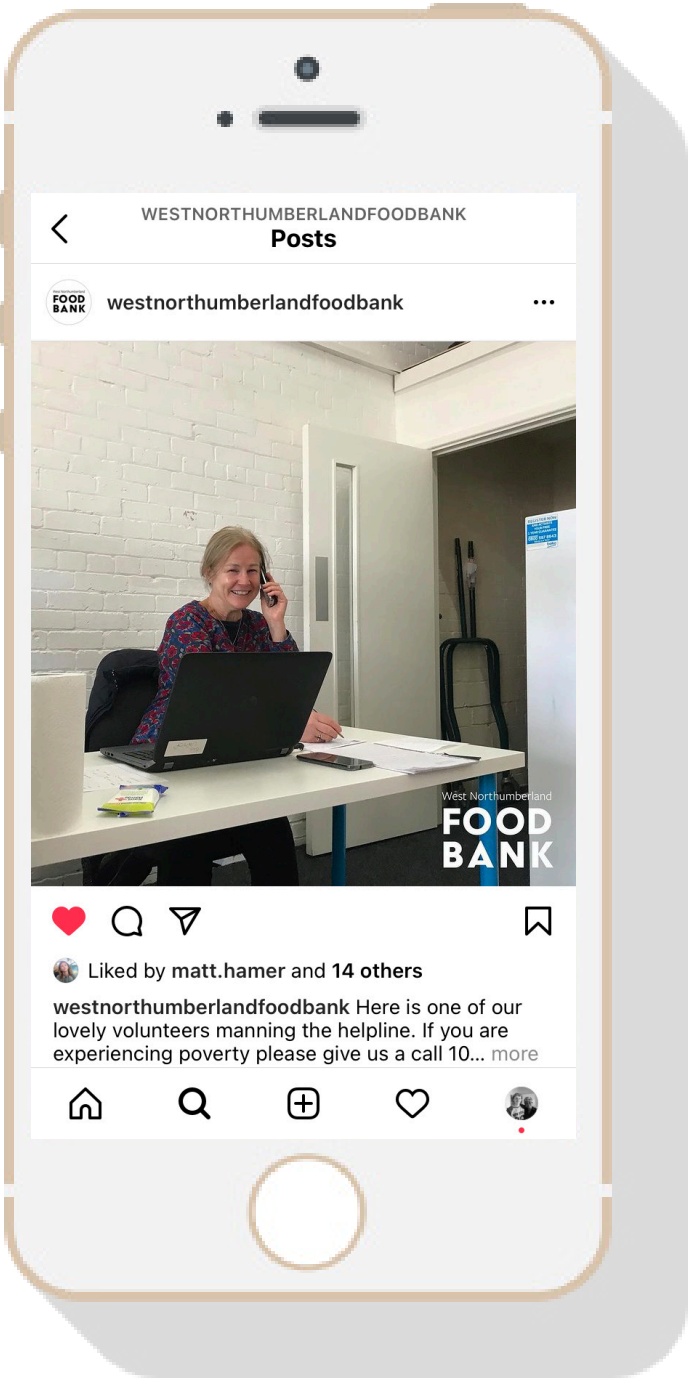
FOOD BANK

WNFB

A food bank that works with disadvantaged people in the community. Their ethos is to turn no one away and to help in any way they can, which is much more than simply handing out food. It is a friendly place where anyone can go for support, feel a sense of worth, a place where you are listened to and are part of a community.

SOCIAL MARKETING

Using the new identity, I improved their engagement on social media to raise awareness of the services, widen the scope to reach more families in poverty, build resources and encourage other local businesses to work with the food bank. I now run their Instagram page.





Editorial

Illustration

Colour



STORY OF TIBET

An illustrated book using drawings, photography and graphic illustration that tells the story of the Chinese takeover of Tibet, for the 'Free Tibet' movement. Each page corresponds with each stage of China's takeover of Tibet.



App Design

UX Design

UI Design

Game Design

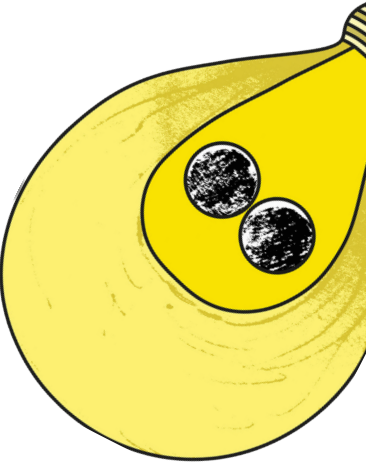
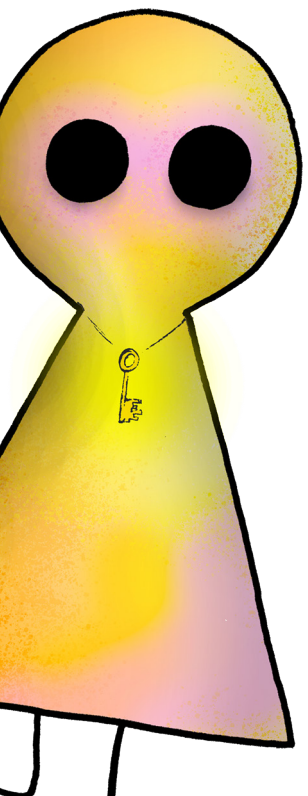
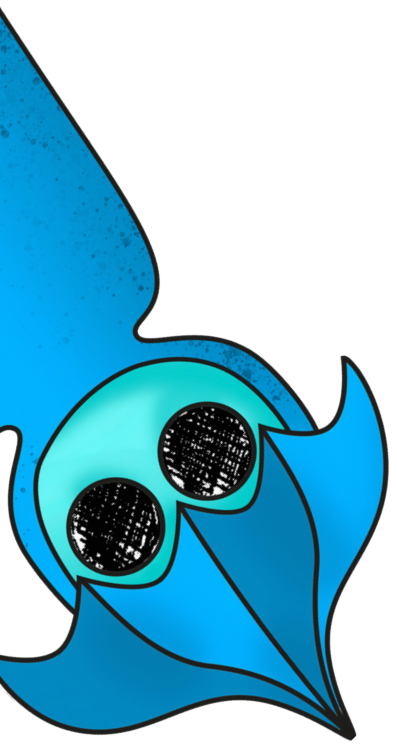
Illustration

Animation

BETTER TOGETHER

BETTER TOGETHER

A game concept developed to help people suffering from loneliness by using the power of gaming narratives and aesthetic theories to directly and indirectly teach players how to overcome such feelings.

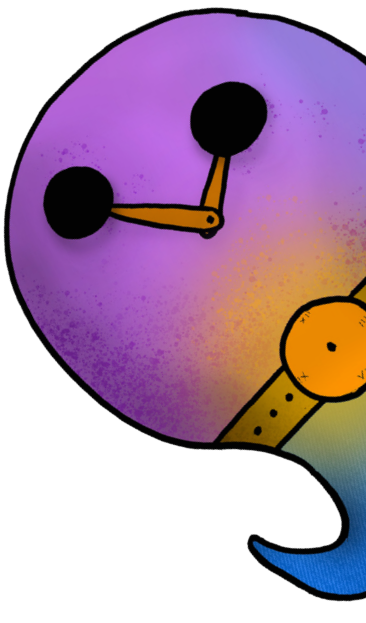


Each character relates to a different aspect of loneliness, to help build a connection with personal feelings.

The colour scheme creates a calming space where the player is at their most comfortable, and therefore more likely to learn the teachings of the game.

The game isn't marketed as a self help game, it is simply a fun game however it introduces solutions to emotional difficulties through the characters and narrative.

The aesthetic is trendy and eye catching that can be translated across promotional materials and website.



MATT HAMER | GRAPHIC DESIGNER

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