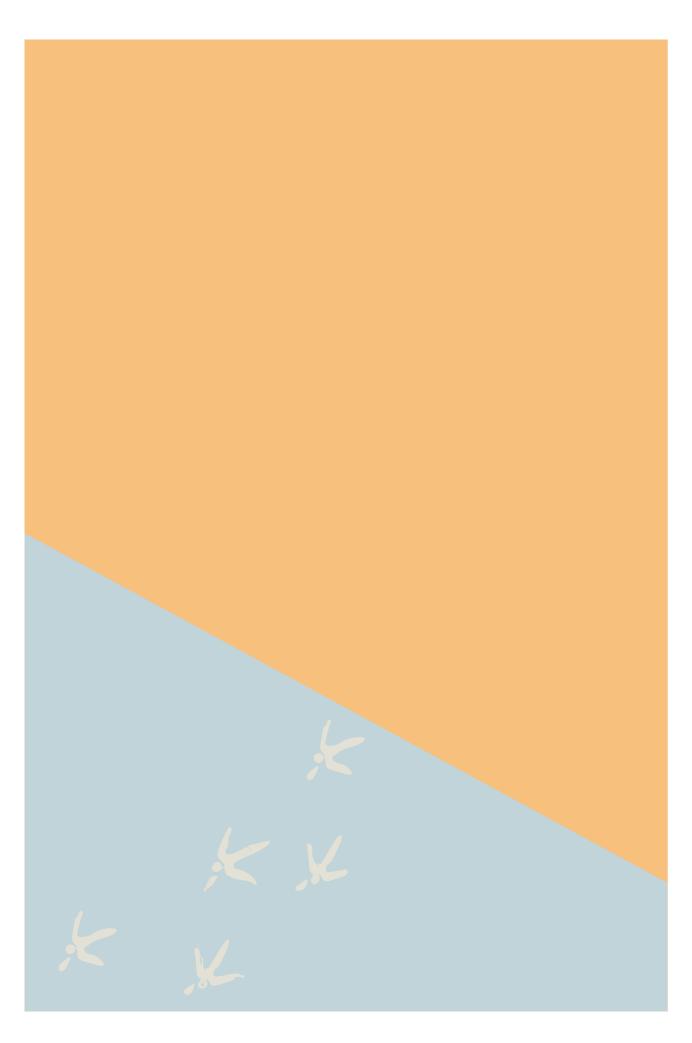
### 

MATT HAMER I 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 I GRAPHIC DESIGNER

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**Content Creation** 

Artworker

Service Design

**UX Design** 

**UI** Design

Game Design

Illustration

**Editorial** 

#### 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.

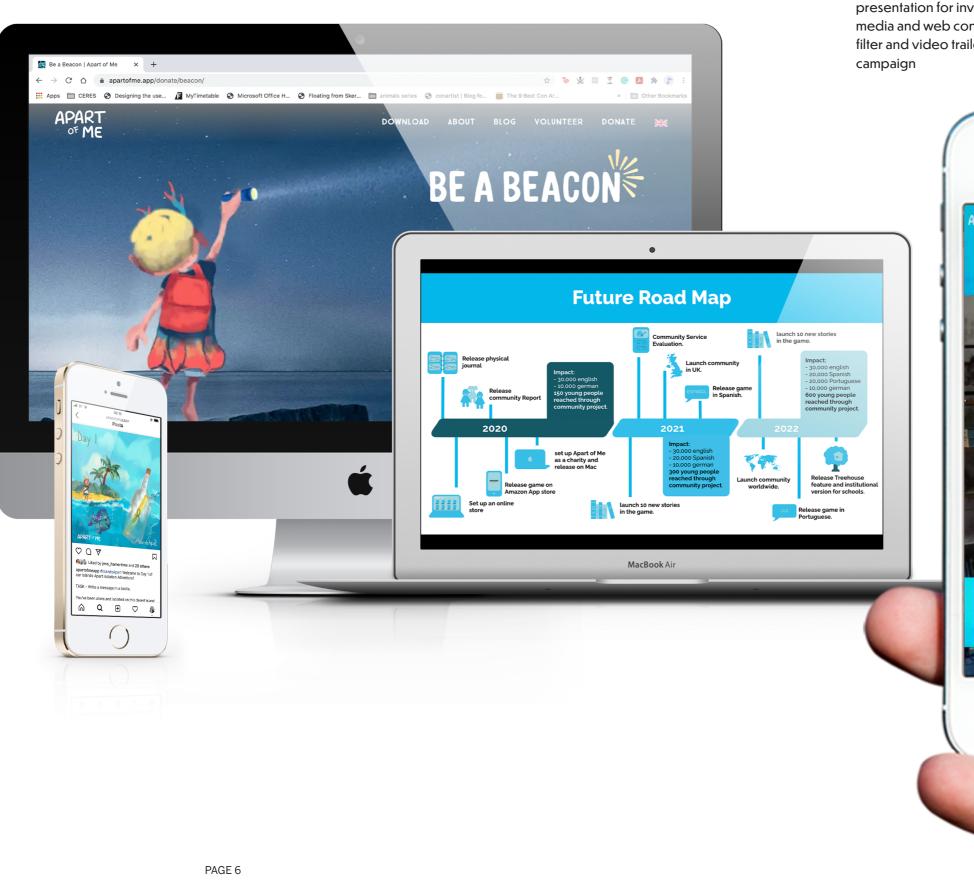
https://apartofme.app/





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APART



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

Islands Apart

Love Your Mind

PAGE 7

@ApartofMeA

Branding

Logo Design

Event

Typography

**UX** Design



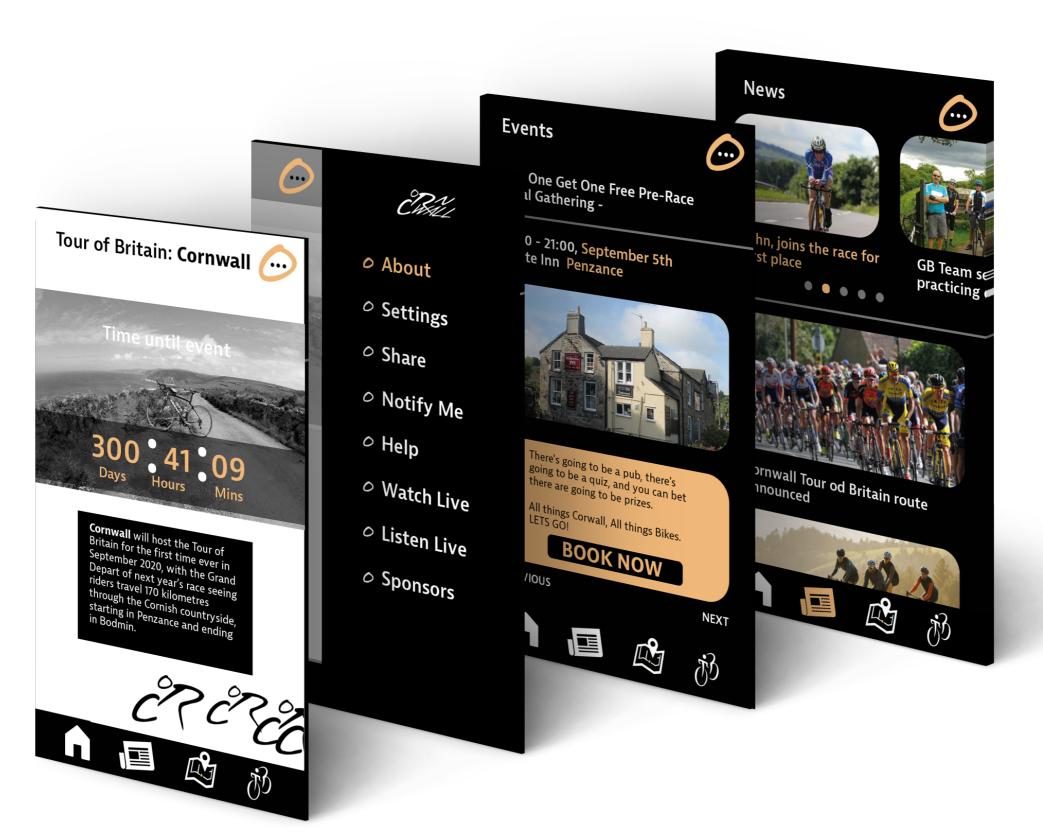
Tour of Britain 2020

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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

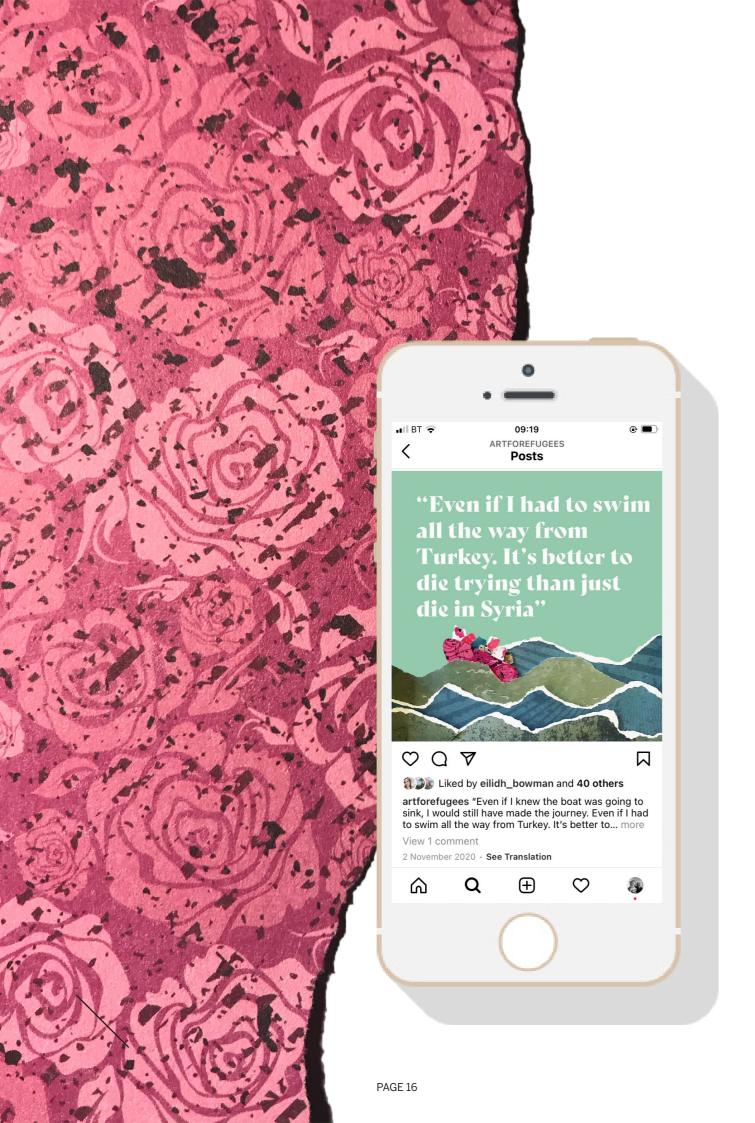
Copywriting

# A11 for Refugees

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

\* \*

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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

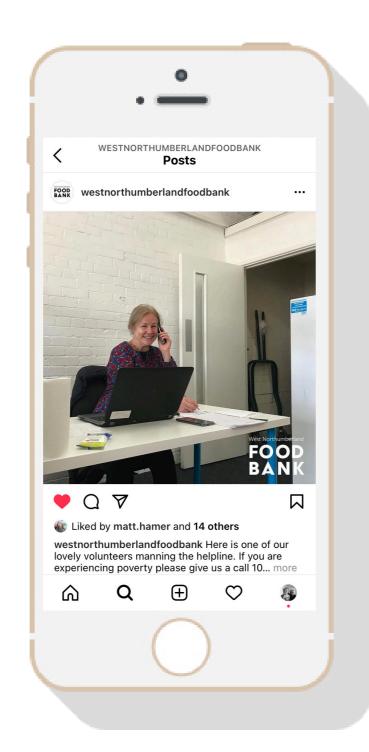
Social Media

## West Northumberland

# FOOD BANK

#### **WNFB**

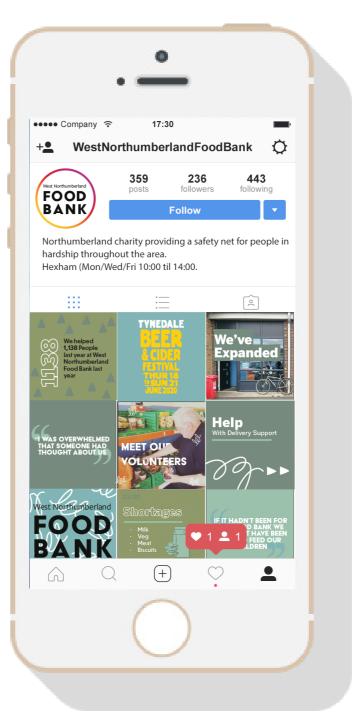
A food bank that works with disadvantaged people in the community. Their ethos is to turn no one away and to help in any way they can, which is much more than simply handing out food. It is a friendly place where anyone can go for support, feel a sense of worth, a place where you are listened to and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









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You can get in touch with West Northumberland

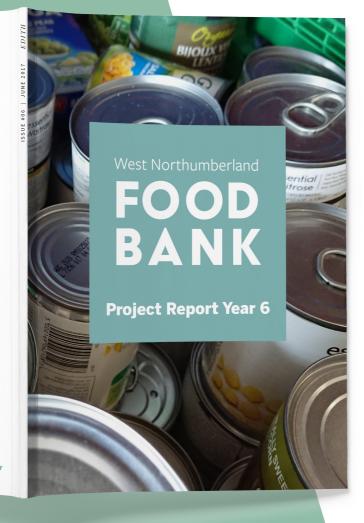
**Telephone:** 01434700068 **Text:** 07958000719

 $\textbf{Email:} \ get into uch @westnorthumberland foodbank.org.uk$ 

Registered charity number: 1158289

We never take public generosity for granted and manage our finances carefully, this report cost just 51p to produce.

Report Designed by Matt Hame



#### Who comes to the **Food Bank**

Last year, our team of Volunteer Targeted Support
Workers dealt with around 400 requests for help per
month and helped over 1,200 people experiencing
poverty visiting us in Hexham, Prudhoe, Haltwhistle and
through extress through outreach support.

They did an incredible job supporting people with debt and benefit problems as well as distributing food and other household essentials.

Our data also reveals stark health inequalities: at least 435 people our Volunteer Targeted Support Workers helped last year were receiving treatment for their mental and/or physical health.

70% of those that visit us for the first time use our service between 1 and 5 times over a short period

Due to: Unexpected bills, holiday hunger, school uniform expense, benefit changes, employment changes.

10 – 15% visiting for the first time use the service between 5 and 12 times, possibly over a number of months across the year. Due to: Benefit change, bereavement and associated expense, period of unemployment, relationship breakdown, seeking asylum and needing further support.

15 – 20% visiting for first time use the service 15 – 20% visiting for first time use the service more than 12 times and become regular visitors whom we support as long as necessary. Due to: Homelessness, long term physical or mental health issues, escaping domestic violence, escaping modern slavery, long term benefit assessment appeals, historic debt issues, isolation within their own communities.

Other. Totalling:





"I've been a volunteer at WNFB for 5 years and an advocacy and support worker for the last 4.

That in itself is shocking, as when I started I thought the need for a food bank would not be long term, but that our work would become obsolete. Of course, sadly, the need remains and our work continues to be vital.

That fact is the reason I continue to volunteer. Every shift reveals how important WNFB is as a resource for West Northumberland. We provide food west Northumberland. We provide food but we also provide succour. That's an old-fashioned word but it expresses something more than giving help. When someone walks in the door at the food bank they are welcomed as if they were coming into page home. coming into one's home. Everyone is coming into one's home. Everyone is treated with respect and as an equal. Whether it's as simple as a kind word or gesture and listening attentively, or making sense of a letter from a debt

collection agency or DWP, helping with a telephone call or filling in forms, sharing information about benefits, energy costs, and community resources, everything we do as volunteers can make a massive difference.

It's a role not to be taken lightly because when there is an opportunity to make a massive difference in life, we have to take it. For that reason, it is a privilege to volunteer at WNFB.

And, as volunteers, we benefit from And, as volunteers, we benefit from fantastic support. Apart from the immediate camaraderie and friendship amongst fellow volunteers – such a lovely bunch of people – there is huge support from Sam. Owain and John, and the best and most relevant training I've ever experienced (and I spent 30 years in my professional life giving and receiving training so I can make the comparison!)."

WNFB

PAGE 22 PAGE 23

1995 six year old Gendon Chockyi backyi

the 11th Panchen Lama) became (the 11th Panchen Lama) became

e 11th Manchen Lama) became the the political prisoner by the politics. His whereabouts is the porities.

**Editorial** 

Illustration

Colour



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.



PAGE 24 PAGE 25 PORTFOLIO I MATT HAMER

PORTFOLIO I MATT HAMER

App Design

UX Design
UI Design

Game Design

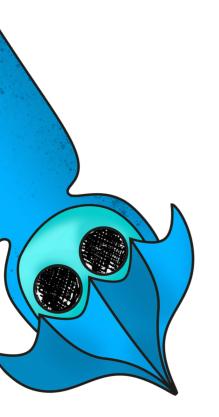
Illustration

Animation

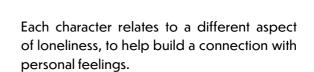
## BETTER TOGETHER

#### **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.





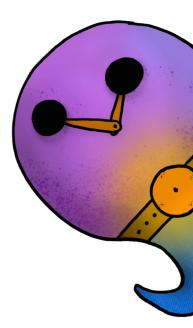


The colour scheme creates a calming space where the player is at their most comfortable, and therefore more likely to learn the teachings of the game.

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.





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MATT HAMER I GRAPHIC DESIGNER

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