Matt Hackett
Digital & design

I have been creating and working in digital since teaching myself HTML in 1995. Since then I have worked for companies, freelanced, joined creative agencies and even set one up. I am now planning to step back from the day to day running of a company and am looking into exploring other options.

Having worked with a number of agencies and companies along the way, I have a wide range of experience in different areas. This includes creating branding and a website for start-ups, packaging design for food companies, artworking monthly magazines and all the way through to managing a development team creating a customer portal for a large electric automotive company.

EXPERIENCE

2017 - Present   **The Wonky Agency - Creative & Technical Director**
Brands Include: Volta Trucks, Karma Automotive, White Label Events, Feathering the Empty Nest, TVR Garage, FundingSecure
Set up and managed a successful creative & digital agency providing branding, web, print and marketing services to a wide variety of clients, from small start-ups through to global corporations. While managing a team of employees and freelancers, I successfully launched customer portals, supported with global exhibitions and helped to launch over 30 brands.

2009 - 2017   **Freelancing (t/a yamoose)**
Brands Include: The NHS, Subway, Ellie Sanderson, Platinum Lace, The Fabulous Vodka Company
Created websites and designed branding and printed materials for a wide variety of clients. I have also worked on a freelance basis for several marketing agencies and web developers

2007 - 2009   **Beacon Marketing - Lead Designer/Developer**
Brands Include: DBA (Playtex & Wonderbra), Ford, Castrol, WH Smith, Sony Ericsson, Pepsico UK, BMW, Volvo, Jaguar, Spearmint Rhino
Was involved with a wide range of tasks, including brainstorming and planning, scamping, website design & development, packaging design, email marketing, corporate branding and stationery design. I was also responsible for managing our hosting accounts, planning websites and managing other studio members.

2002 - 2007   **Colourgen - Web Designer**
Responsible for the redesign, rebuild and maintenance of 3 company websites and several microsites promoting specific products. During my time at Colourgen, my job role was expanded to include being in charge of printed company advertising and graphics for trade shows.

SKILLSET

Graphic Design
Branding
Print Design
Packaging Design
Project Management
Web Design
Web Development
Email Marketing
Digital Marketing
Search Engine Optimisation
Google Ads
Social Media Management

DESIGN PORTFOLIO

https://matt.itswonky.com

PERSONAL

Birthday
29/03/1980

Nationality
British

CONTACT

Phone
07971 377889

Email
matt@thewonkyagency.com

Current Address
69 Field Way, Chalfont St Peter, Bucks, SL9 9SQ

EDUCATION

Higher Education in Product Design
Buckinghamshire Chilterns University College

Business Studies, Design Technology
Royal Grammar School, High Wycombe

9 GCSEs
Royal Grammar School, High Wycombe