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# MATT BONITO

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An accomplished designer of more than 15 years' experience, I believe in the power and importance of printed literature, and have always endeavoured to go above and beyond, even in the face of tight deadlines. From brochures and PowerPoints to brand development and logo design, I have a solid base of experience, not just in design, but in helping brands shine.

## KEY SKILLS

### DESIGN

Creative | Logos | Brochures | Flyers | Posters | Adverts | Merchandise | Banners | Large format

### BRAND

Development | Identity

### PHOTO

Editing | Retouching | Processing

### MOVING IMAGE

Animation | Video editing | GIFs

### PRINT

Preparation

### ONLINE

Social Media content | Web assets | Email marketing | Web editing & design

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### PROFICIENCY IN

InDesign | Photoshop | Illustrator | Premiere | After Effects | Blender | MS Office | Experience of various content management systems

## KEY ACHIEVEMENTS

In 2022, I led the simultaneous visual rebrand of three schools, helping to save the business £500,000 in agency fees.

I have consistently produced market-leading visuals, leading to a significant boost in student intake.

My designs have helped the business secure vital partnerships, including CASS Business School (now Bayes Business School) and Hearst Magazines.

## RELEVANT EXPERIENCE

### DESIGN MANAGER | 2012 – PRESENT

CATS GLOBAL SCHOOLS (FORMERLY CAMBRIDGE EDUCATION GROUP)

Leading the design team, I have worked as senior designer across a total of 14 brands during my time at CATS Global Schools, a period which has allowed me to develop into an accomplished designer and creative lead.

I act as visual brand guardian for all of our schools, ensuring their identities remain consistent, whilst keeping designs up to date and current.

I have worked diligently to keep our schools and our sales team supplied with vital bespoke materials, working to restrictive deadlines and across multiple time zones.

I have built and fostered a close working relationship with our printing partners to ensure all our printed materials are of the highest possible standard.

### FREELANCE | 2010 – 2012

FREELANCE GRAPHIC DESIGNER

In October 2010, I decided to try my hand as a freelance graphic designer. Due to my background, the majority of my work was for companies in the financial services sector, including Aberdeen Investment Trust, Stonehaven and Aviva.

### DESIGN OFFICER | 2007 – 2010

SAFFRON BUILDING SOCIETY

While ostensibly employed as the in-house designer, my role encompassed a wide range of the Society's marketing work, such were the constraints of working in a relatively small team.

Redesigned the company logo to help create a more cohesive brand.

Communicated with both customers and frontline staff to help create more accessible and user-friendly materials.

Working with the company directors and the Compliance Team, I led the Literature Approval Panel which ensured all marketing collateral was correct and compliant with FSA guidelines.