

# MATILDA MARTIN

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Matilda is a designer and artist based in Sydney, an enthusiastic people person who is passionate about bringing her creativity to every project. As a lover of all the good things in life - food, travel, art, and experiences she aims to take inspiration from the world around her. Driven by curiosity and a strong sense of purpose, Matilda loves to work across a wide range of projects that are good for the planet, good for people, or just a really good time.



## EXPERIENCE AND EMPLOYMENT

|                                |                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Present                        | <b>Freelance Projects</b><br>Collaborating closely with clients on a variety of creative projects, focusing on crafting unique designs tailored to their specific needs, with a particular focus on illustrated event stationery                                                                                                                                     |
| April 2025/<br>July 2025       | <b>Design Intern - Activation Union</b><br>Developing creative concepts and visual assets for brand activations across retail and live experiential campaigns. Working on high high-profile clients such as Diageo (Smirnoff, Bundaberg, Johnnie Walker, and more).                                                                                                  |
| December 2024/<br>Present      | <b>Alex and Trahanas</b><br>Retail Sales Associate and E-commerce assistant for an online lifestyle store and design studio selling garments, accessories and ceramics imported and designed in Italy.                                                                                                                                                               |
| April 2024 /<br>December 2024  | <b>ThinkPlace - Graduate Business Designer</b><br>Which is a global consultancy firm, as a Business Designer the role involves collaborating closely with teams and clients to understand their challenges, develop strategic and user focused ideas, and make sure these ideas align with their business goals.                                                     |
| March 2023 /<br>September 2023 | <b>Mode Sportif - Double Bay</b><br>Retail Sales Associate and E-commerce assistant I had close relationships with returning clients and also packed and dispatched orders ensuring high standards of presentation. I also assisted with organising merchandise and art direction during photo shoots, helping to highlight high-end fashion brands and accessories. |
| August 2022 /<br>November 2022 | <b>Nous Group - Experience Design Consultant Intern</b><br>Experience design intern at an international management consultancy. Using human-centred design and co-design to work across various service and experience design projects.                                                                                                                              |
| April 2021 /<br>April 2024     | <b>Agence de Parfum: Retail Sales Assistant at both Santa Maria Novella and Cire Trudon - Glenmore Road Paddington</b><br>Trained to sell luxury high-quality products ranging from pharmaceuticals, fragrances, and candles from both these historic and iconic brands, maintaining client relationships and gaining an understanding of selling premium products.  |
| March 2021 /<br>April 2024     | <b>Paddington Glenmore Road Primary School</b><br>Before and After School Care - Responsible for caring for large groups of children I designed and facilitated engaging games and creative craft activities. This experience enhanced my organisational skills, creativity, and ability to manage diverse groups of children effectively.                           |

## EDUCATION

2023 - Book Illustration Short Course at Chelsea College of Arts London

2022 - Design Honours (UTS) with First Class Honours GPA 6.5 WAM - 85.5

2019 - 2021 Bachelor of Design in Visual Communication (UTS)

2012 - 2017 Frensham School

## SKILLS

Illustration and Procreate

Publication and layout design

Visual Identity Design

Typography

Adobe CC: InDesign, Photoshop, Illustrator, Lightroom and After Effects

## AWARDS

**Design Institute of Australia (DIA) Graduate of the Year Award 2023** - Interact category: High Commendation

**Beyond Design As Usual Exhibition 2022** - Honours Project selected to be exhibited amongst 11 other design honours students at the Australian Design Centre, Sydney.

**AGDA 2021 Finalist** - "Intersection Magazine" Category: Student Craft and Typography.

**"Revive Before You Drive" 2021 Selected Re:act Road Safety Campaign NSW.** Road safety campaign directed to 18-25 year old's about the dangers of driving with fatigue, developed with multiple stakeholders and partners.