

# matt verity

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Hi, I'm Matt, a Creative Director and Designer specialising in digital marketing and brand building. Over the last 20 years, from branding to BeReal, TikTok to pitch doc, I've been there, tried that, and presented the AR T-shirt. Raising investment, pitching, and taking briefs from concept to delivery, along with a proven ability to build, manage and inspire multi-disciplinary teams, my varied career of working across small to global agencies as well as founding and working with start-ups gives me a well-rounded approach to being a leading Creative Director and Designer.

My reputation amongst colleagues, peers and clients is as a great communicator with bags of passion, creativity, technical execution, knowledge and attention to detail. An expert in UX, digital product design, digital advertising, design, creative, art direction, brand development, digital technologies and social.

Mar 2021 - Present

**Creative Director**

## Gravity Road

As Creative Director my focus within Gravity Road is to help manage the creative department and work closely with the wider agency to bring innovative and strategic led creative responses to briefs set from a wide client base. From TikTok creator led briefs for Foot Locker and Lynx, AR experiences for Diageo, through to fully integrated brand campaigns for Niantic and Mastercard it has been important to have my finger on the pulse from both a cultural and innovations point of view. With my design background I also mentor and manage the Gravity Road in-house design and post production studio and step in from time-to-time delivering motion graphics, edits and design thinking.

March 2018 - Jan 2021

**Head of Design**

## Kindeo LTD

Over the past 2 years I helped pivot Kindeo from an iPad app with little traction into an online product now helping thousands of friends and families around the world to come together digitally to celebrate those they love. From branding, UX, marketing, creative and product design this has been a wonderful journey and I am so glad my ideas and commitment to problem solving has led them to a position where their series A investment is now just around the corner.

Jan 2018 - Mar 2018

**Art Director/Creative Director**

## Creative Consultant

Working across various briefs from start-ups to agency re-brands my services would range from design, strategy through to creative and digital products. With my added experience in start-ups I was also able to apply analytical thinking to all aspects of my freelance work to provide carefully considered executions that hit the brief. Clients included Jamie Oliver, HoneyBook(US), FYTABAR, Gravity Road, Kindeo and RedBrick Road

Jul 2012 - Jan 2018

**Founder & Creative Director**

## TrueView LTD

As Creative Director and Co-Founder my focus for TrueView was product, UX and UI design, marketing, acquisition and investment pitching and reporting as well as team building and management. Innovating, strategic planning and culturally relevant marketing helped grow the business, making it one of the most disruptive, innovative, attractive and functional on the market, which led TrueView to be highly awarded within the dating industry.

10 yrs

**Associate Creative Director**  
**Group Design Director**  
**Design Director**  
**Senior Designer**  
**Designer**

## Glue Isobar

Growing with the company I honed my skills as a designer before working across both design and creative departments. I helped build and manage the design department, coordinate with the wider agency and clients to ensure each and every brief reached the best standard of creative and design. Delivering award-winning, mentoring the design department, building strong client relationships and involved in project decision making across design, creative and technical implementation..

## skills

Design

Creative Direction

Art Direction

Branding

Copywriting

Social

Advertising

Start-ups

Animation Design

UX Design

## education

**Northumbria University**  
**First (BA) Multimedia Design**