

# Matthew Hemming

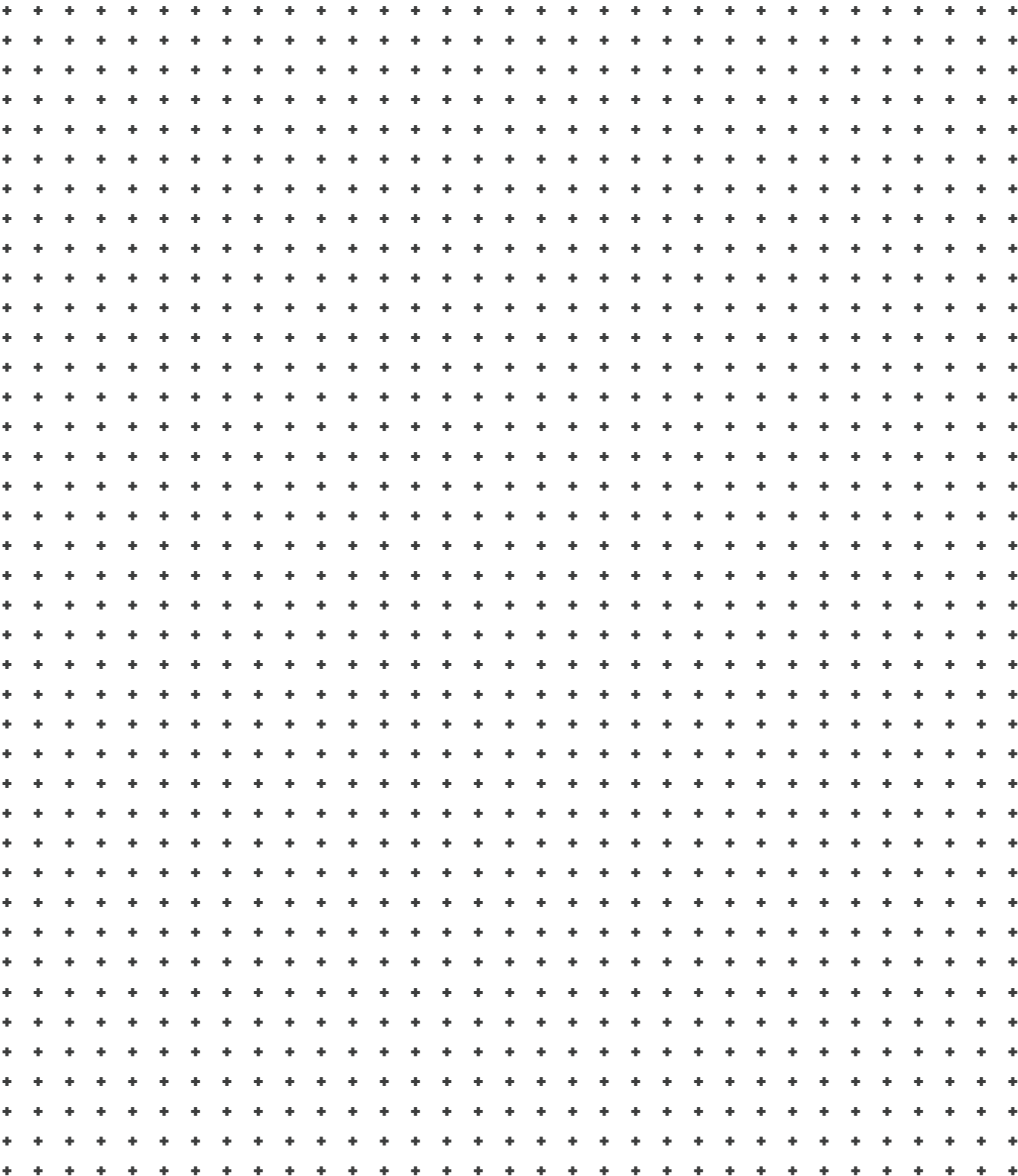
## Selected Portfolio

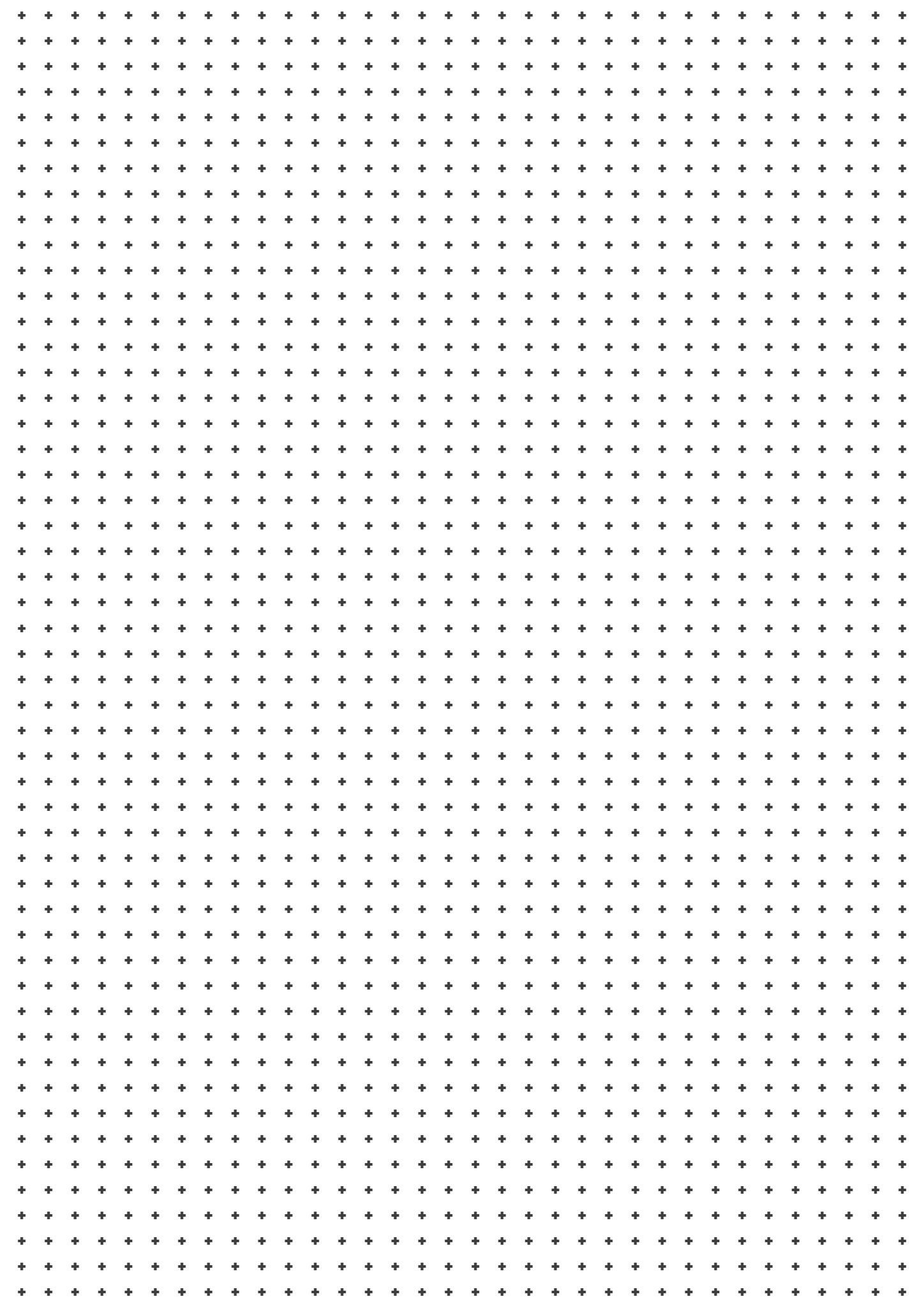


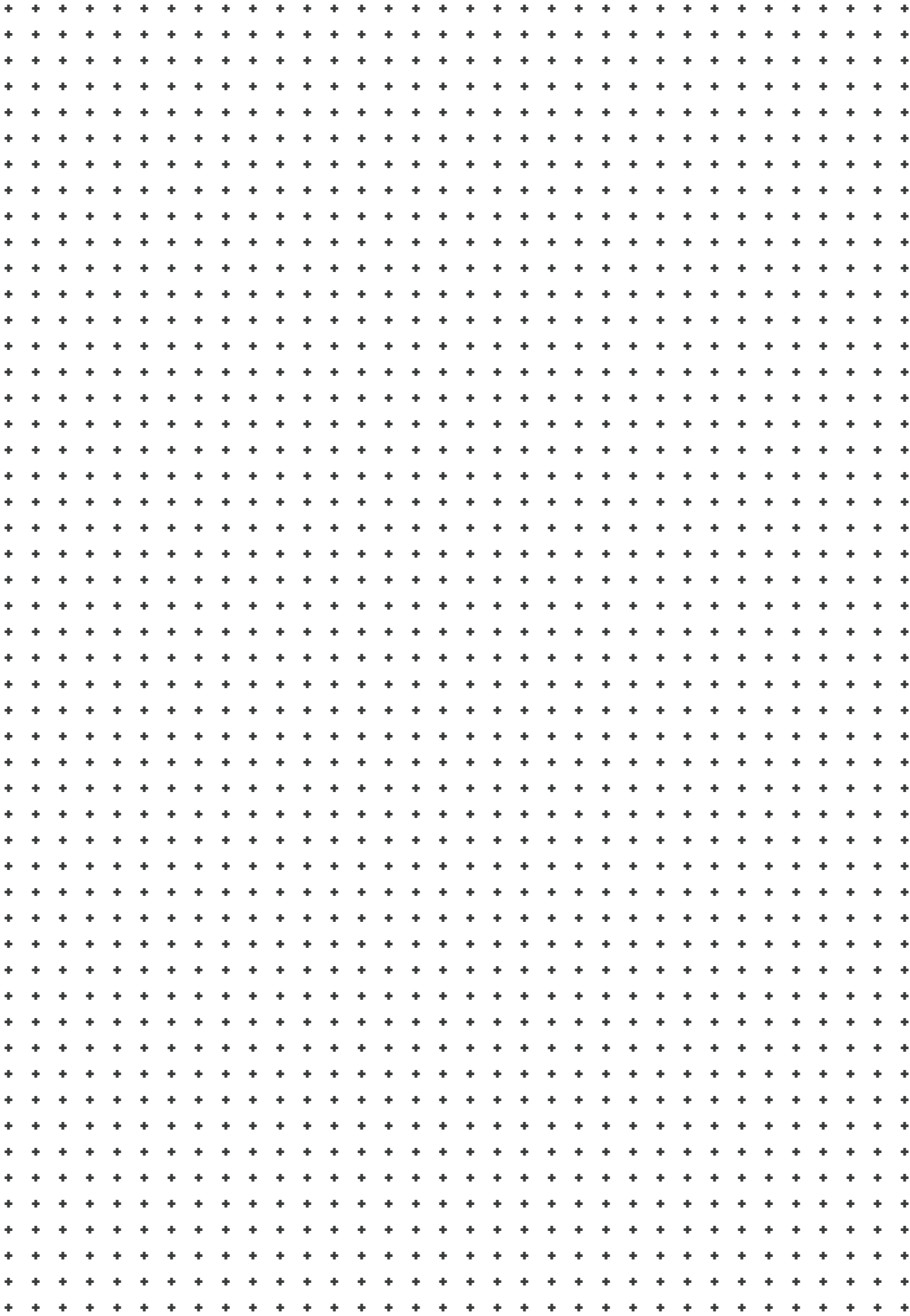
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# 2020







# Hello, I'm Matthew.



**Matthew Hemming**  
Multi-Disciplinary Designer

**Education**  
Bexhill College  
Hastings College of Art & Technology  
University of the West of England

**Publications & Recognitions**  
Web User Site of the Month, 2019  
Website of the Year, Johnston Press 2006

**Design Experience**  
Identity & Brand Aplication  
Web Design & Development  
App Design  
UI/UX  
Illustration  
Editorial Design  
Packaging Design  
Photography  
Advertising

**Services**  
Web Design  
Print Design  
Branding  
App Design  
Packaging

**About me**

I'm Matthew Hemming, a multi-disciplinary designer based in the north Cotswolds village of Mickleton, who enjoys turning ideas that have been pushed, sculpted and fine-tuned into clean, simple, yet bold and effective solutions that are easy on the eye and without all the tinsel and glitter.

Graduating with a degree in Illustration from the University of the West of England, I'm always striving to add more strings to my bow, but these design areas really tick my boxes:

- + Web Design
- + Editorial Layout
- + Typography
- + Copywriting
- + Branding
- + Photography

Any project is never too big or too small and with an eagle-eyed attention to the smallest of details, lots of elbow grease, a sleeves rolled-up attitude, skill and ambition is brought to the table every time, without fail.

Simple...

*Matthew Hemming*



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**E** etsy.com/uk/shop/MattHemmingStudio

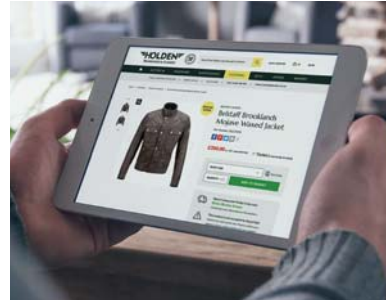
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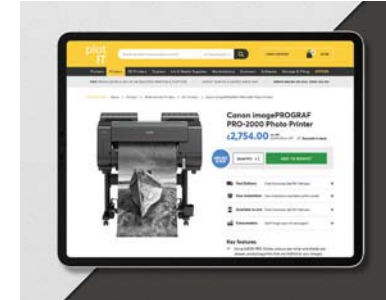
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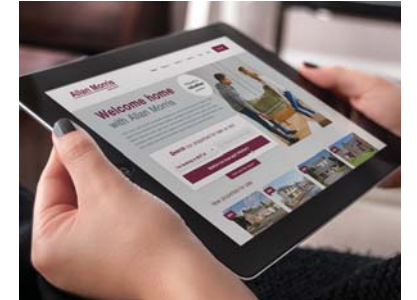
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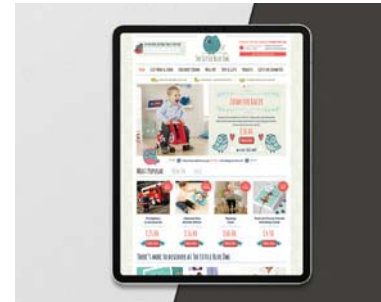
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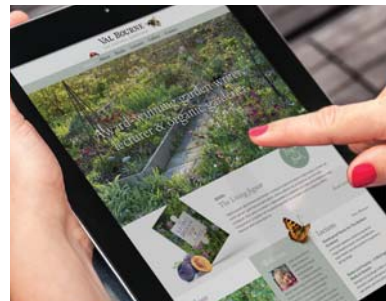
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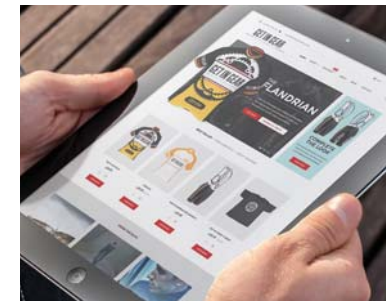
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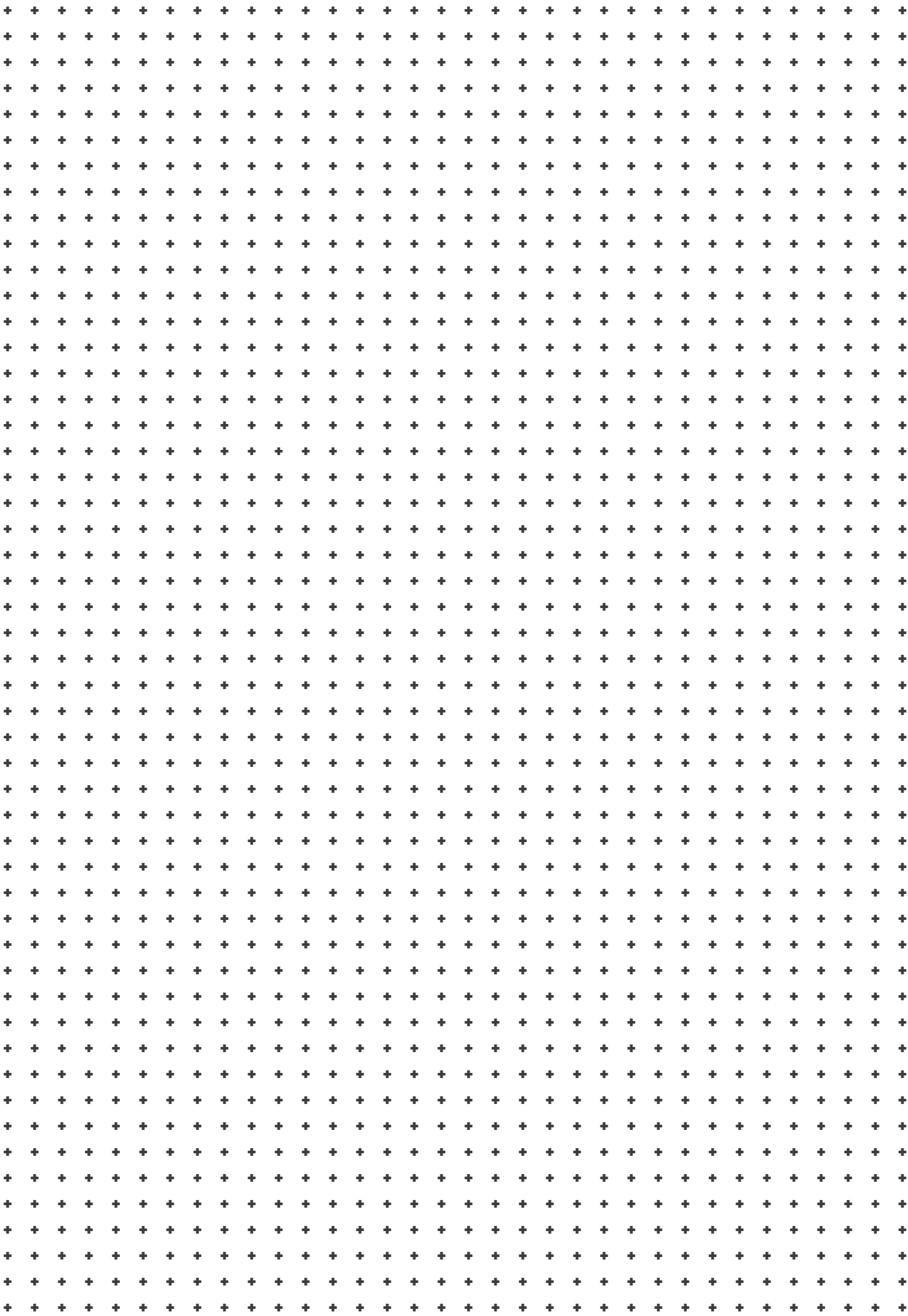


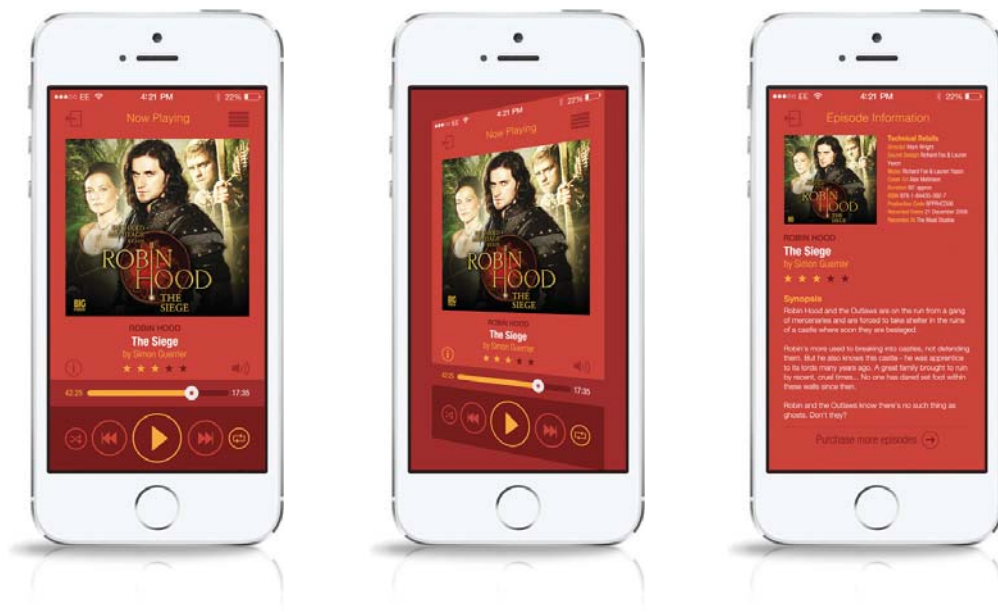
**Illustrations**

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**Selected Client List**





Type  
Website Design, UX/UI Design, App Design

Date  
September 2018

Client  
Big Finish

Software  
Photoshop

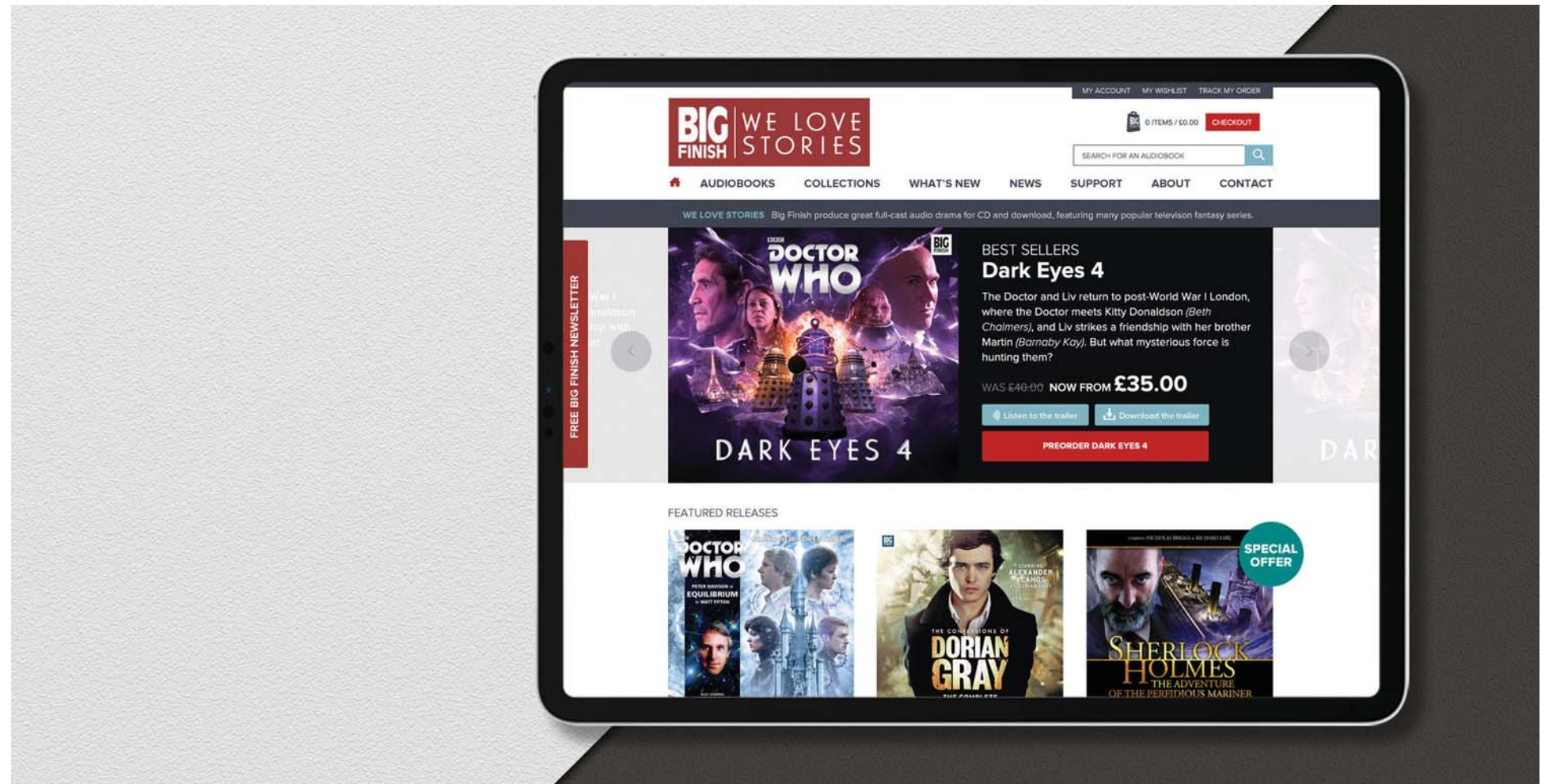
*Designed whilst under contract with Hughes Media*

## Big Finish

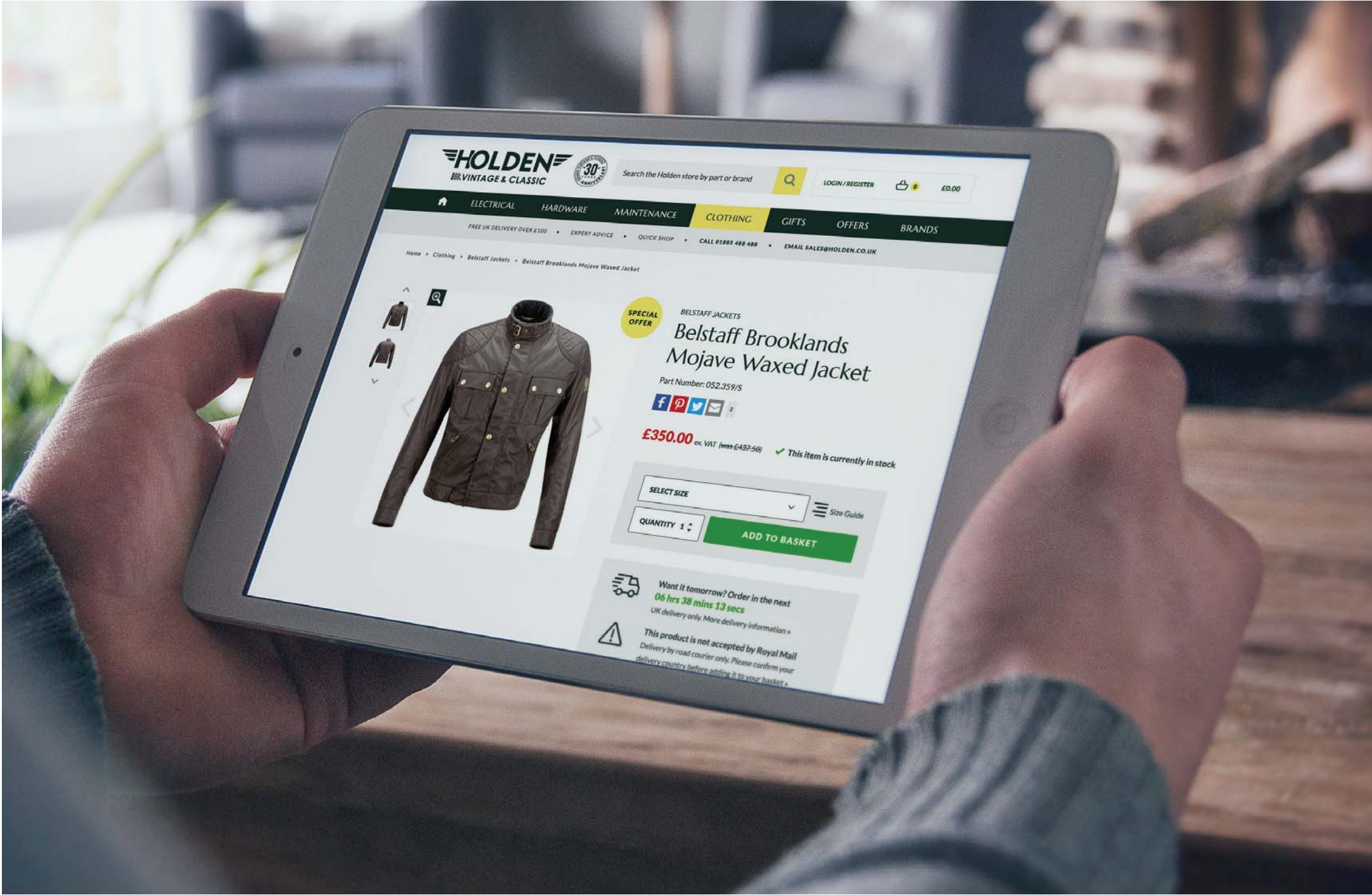
After making do with an outdated website for several years, Big Finish wanted a new site which took advantage of modern web techniques. Packed with intuitive user interface features and a clever filtering system, the new site aims to push Big Finish into a whole new league of online audio book sales. With a huge user base, the core aim was to showcase their

stock of science fiction audio books and to point visitors into new purchases which they may have otherwise have missed out on. Alongside the new site, a new app has also been created to play their audio books on any smart phone – available on iPhone and Android.

**bigfinish.com**







Type  
Website Design, UX/UI Design

Date  
October 2018

Client  
Holden Vintage & Classic

Software  
Photoshop

Designed whilst under contract with Hughes Media

### Holden Vintage & Classic

Known nationally for holding probably the largest and widest-ranging inventory of classic car and motorcycle parts, Holden Vintage & Classic realised they were missing out on vital sales by continuing to use a website which was developed over ten years ago. A decision was made to wipe the slate clean and rebuild the site from the ground up. Once the stock had been reorganised into more usable and meaningful categories, the redesign began in earnest. Customer focus groups had pinpointed the necessity for clear and concise navigation, simple to use

customer accounts and an ever-present search facility. In addition, product pages were stripped back and designed to be as clear and as flexible as possible – they had to carry everything from nuts and bolts, to biker jackets and spark plugs. The result was a site which was a massive leap forward for the company, both in terms of improved sales and company perception in its target market.

[holden.co.uk](http://holden.co.uk)



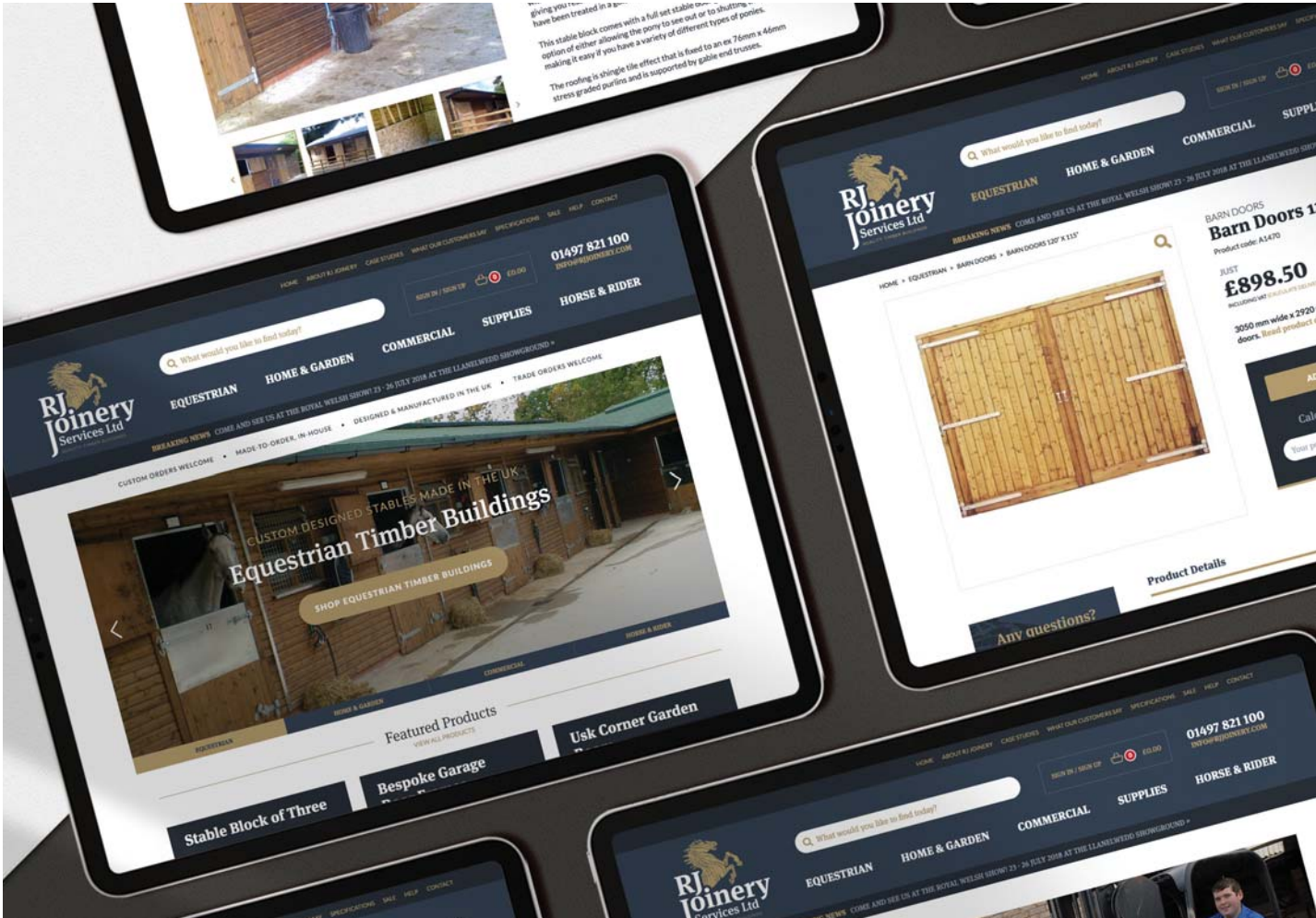
Type  
Website Design, UX/UI Design, Logo Design

Date  
May 2018

Client  
RJ Joinery

Software  
Photoshop, Illustrator

Designed whilst under contract with Hughes Media



RJ Joinery

A well-established joinery business based in the book town of Hay-on-Wye, RJ Joinery were looking for a significant update to their existing website. Their desire to convey their adaptability to customer requests drove a design to present information in as clear a format as possible. Delivery quotes for products bought online also proved a very useful tool for customers. The

brand itself was also given a full redesign; staying true to the company's roots and main customer base, a horse bearing the unmistakable patterning of wood grain was used as the key logo device, allowing for some very strong branding to set them apart from their key local competitors.

[rjjoinery.com](http://rjjoinery.com)

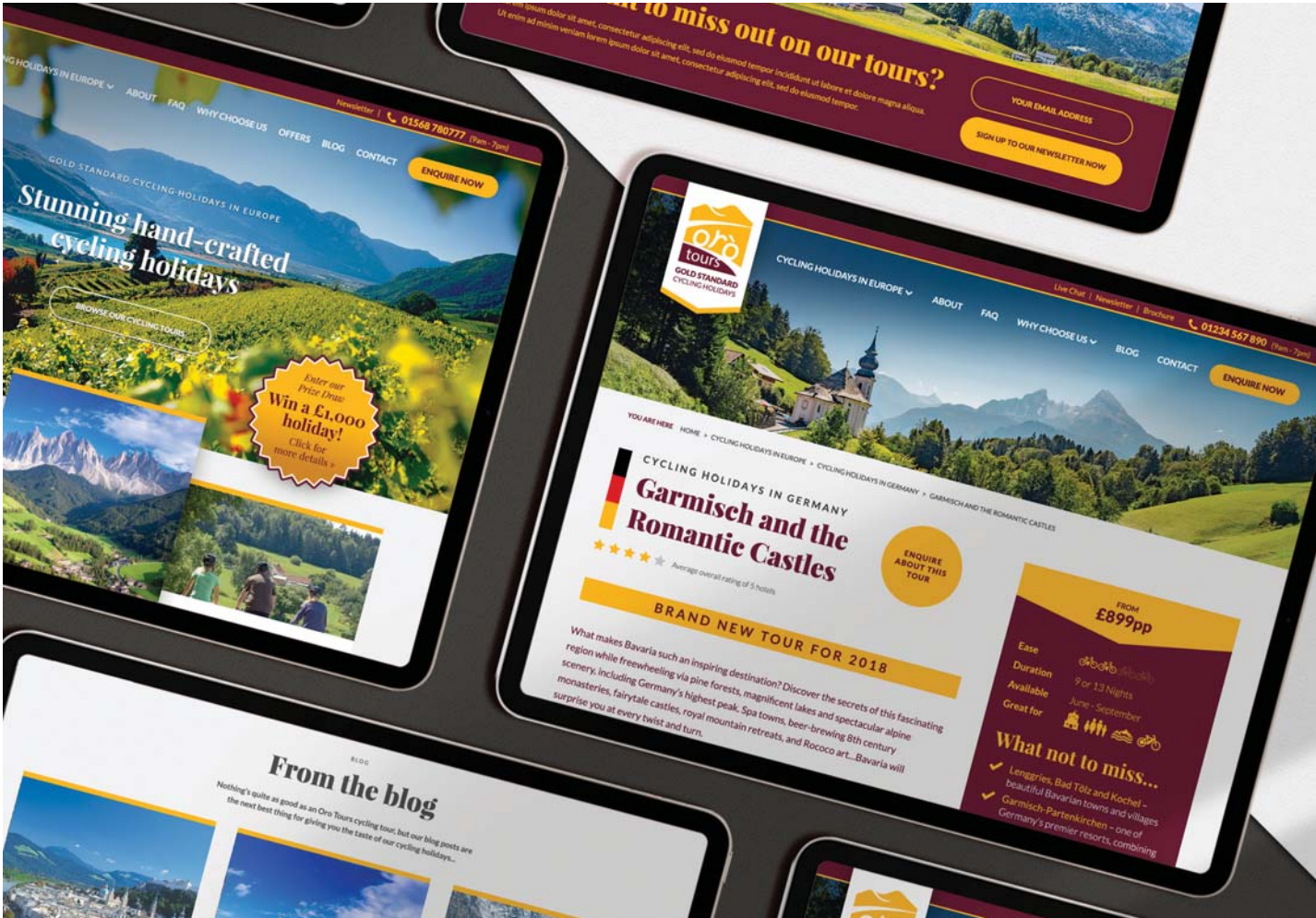
Type  
Website Design, UX/UI Design, Web Development

Date  
November 2017

Client  
Oro Tours

Software  
Photoshop, Illustrator, Coda

Designed whilst under contract with Hughes Media



Oro Tours

A small but ambitious cycling holiday company, Oro Tours were looking to launch some new tours with a freshly redesigned website. In an ever-growing marketplace, they were in danger of being left behind with an under-performing website. The user journey was carefully considered as a design incorporating bespoke iconography, photography, holiday itineraries,

reviews and maps was pieced together. Focus groups were continually consulted to ensure that the design would achieve – and exceed – client expectations. The site continues to perform well and has recently been added to with more tours to more countries and a well-read blog.

[orotours.com](http://orotours.com)



Type  
Website Design, Illustration

Date  
January 2015

Client  
Match Foster Care

Software  
Photoshop, Illustrator

Designed whilst under contract with Hughes Media



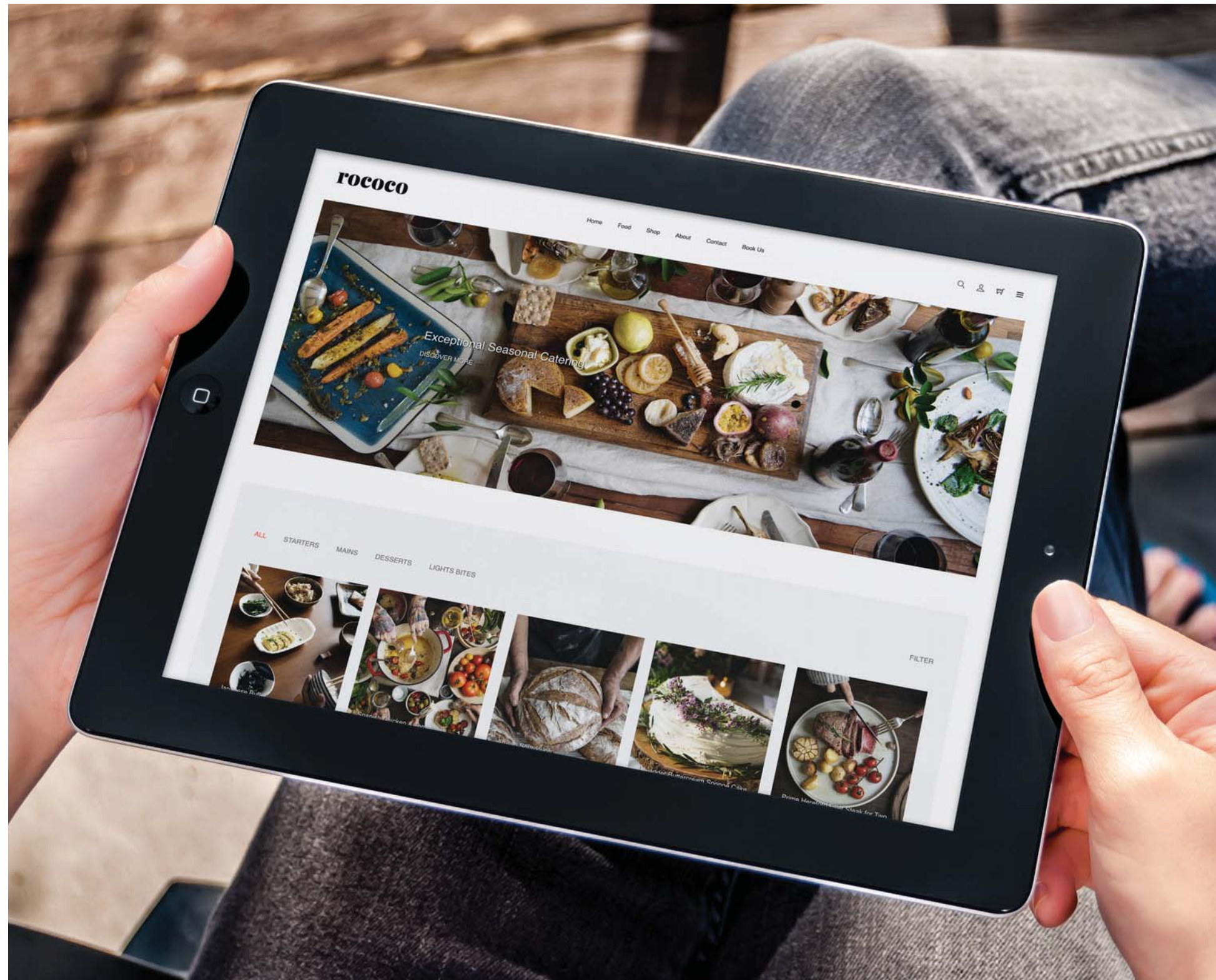
Match Foster Care

A focus on children and a fun and engaging website were key requirements for Match Foster Care. Too often fostering websites are dry and dull – something the client was keen to avoid. Bespoke illustrations were created to sit alongside bright, joyful photography, creating a playful, yet still informative and professional website.

matchfostercare.co.uk







## Rococo

A small but highly-regarded catering company, Rococo were looking to rebrand and relaunch their website, showcasing new menus and recipes to broaden their appeal. Working with a local photographer, dishes were prepared and styled to look their absolute best before being photographed. The site design then allowed for the photos to take centre stage and define the whole feel of the site. A chunky and juicy typeface was then subtly tweaked to give a nice, contemporary yet classic logotype. A simple yet elegant result for a wonderful company.

### Type

Website Design, Branding, Photography

### Date

March 2017

### Client

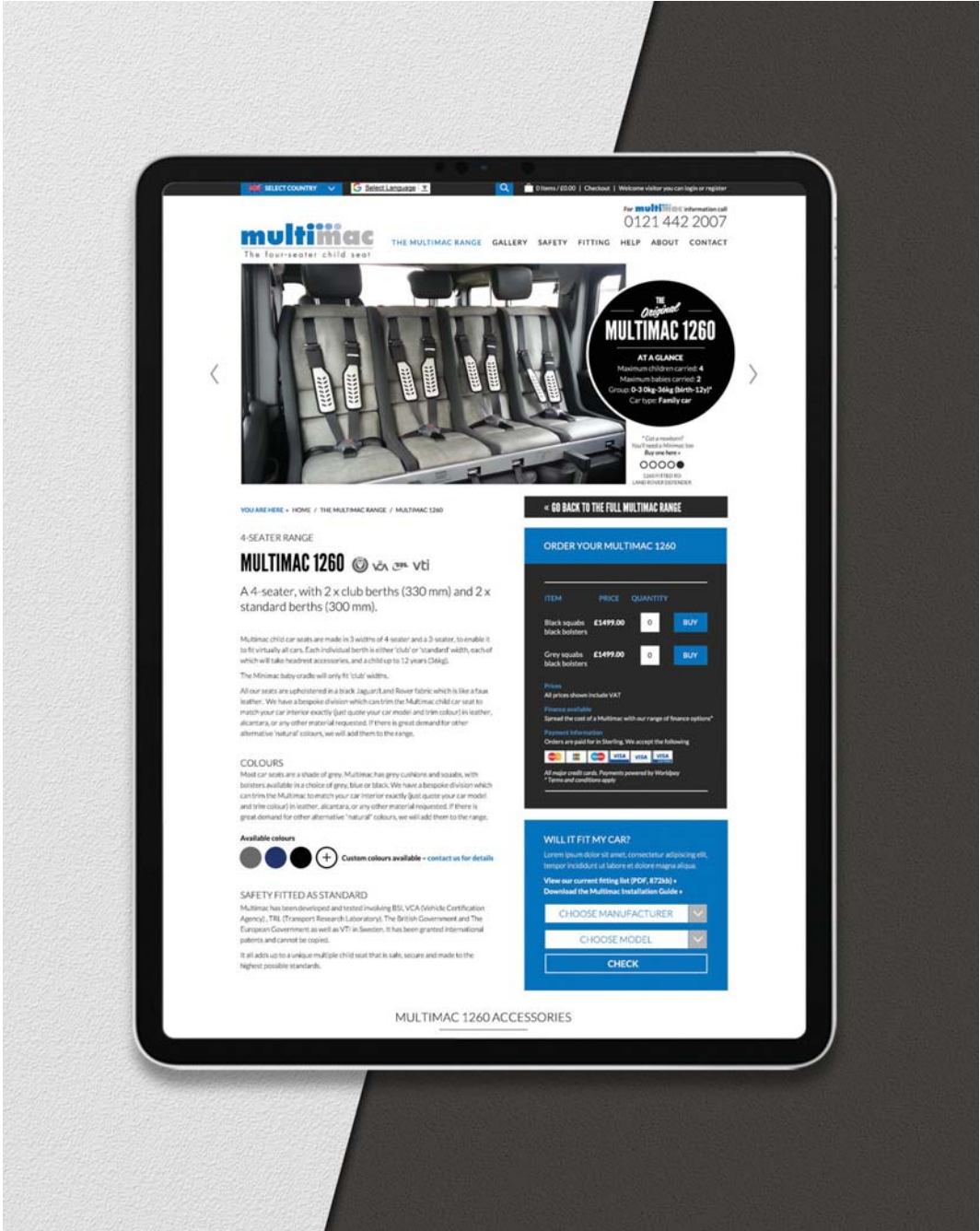
Rococo Catering

### Software

Photoshop, Illustrator







Multimac

A manufacturer of an ingenious multi-user car seat system, Multimac were concerned that their existing website was severely underperforming, costing them thousands of Pounds in lost orders. Using the existing content, the site was significantly restyled for a cleaner, more contemporary feel. The result was an increase in sales of over 1,300%, ensuring a stable base for the company to focus on future growth.

[multimac.com](http://multimac.com)

Type  
Website Design  
Date  
October 2016  
Client  
Val Bourne  
Software  
Photoshop

Designed whilst under contract with Hughes Media



Type  
Website Design, UX/UI Design  
Date  
March 2016  
Client  
Multimac  
Software  
Photoshop

Designed whilst under contract with  
Hughes Media

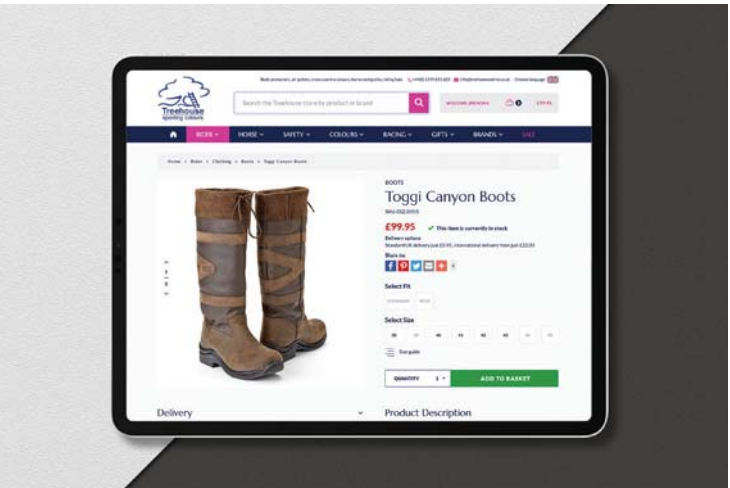
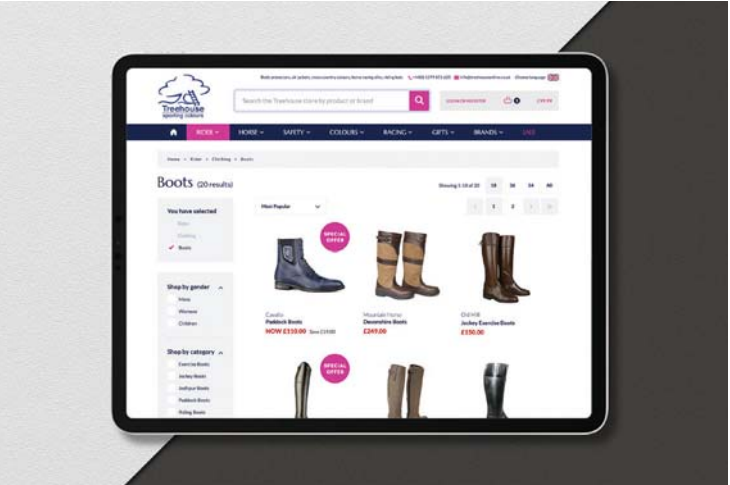
Val Bourne

One of the country's leading organic and environmentally-aware gardeners, Val Bourne wanted a site which let her philosophy and its results take centre stage – featuring lots of beautiful photos of her garden. A diary of events was a strong feature of this site, reflecting Val's popularity on the horticultural

event circuit. Links were also embedded into the site to allow the purchase of her many gardening books through Amazon. The result was a very well-received website from its owner.

[valbourne.co.uk](http://valbourne.co.uk)





Type  
Website Design, UX/UI Design

Date  
March 2019

Client  
Treehouse

Software  
Photoshop

*Designed whilst under contract with Hughes Media*

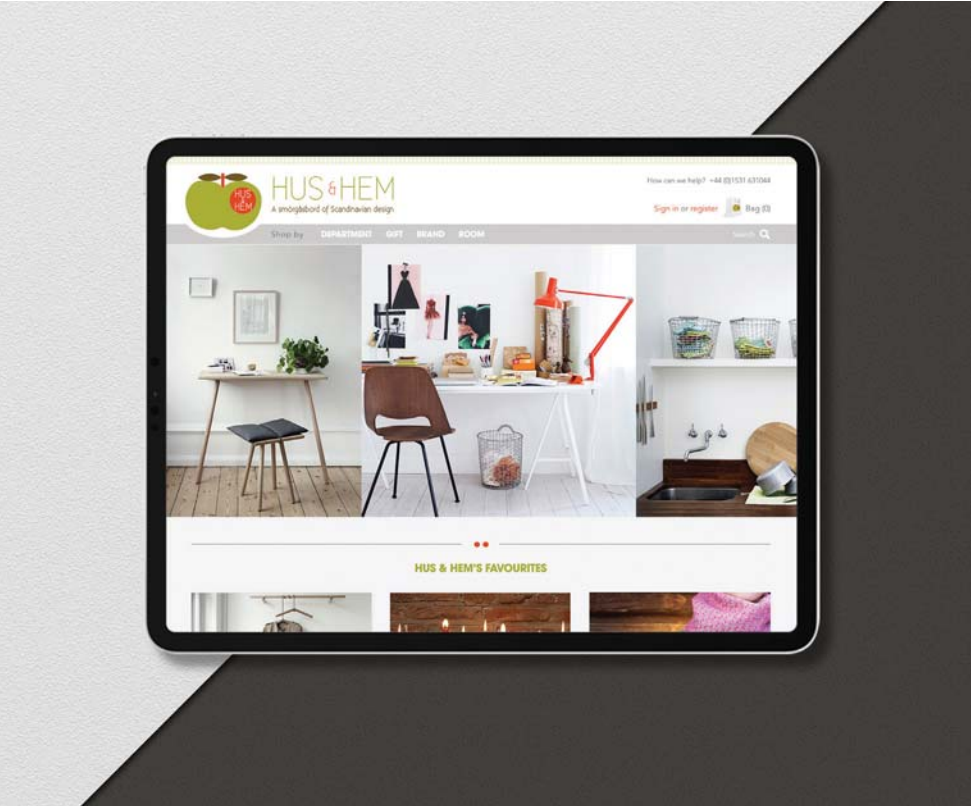
### Treehouse

Specialising in all things equestrian, Treehouse were keen to promote a key product in their inventory – their own line of customisable racing silks. A unique system was developed which allowed users to design and order their own set of racing silks. Analysis of user data showed that this system had to work across all platforms and devices. The result was simple and intuitive and proved to be a big improvement on

its previous iteration. The company also stocks a vast inventory of equestrian-related products, so a search and filtering system was designed to allow users to find their items as quickly and as easily as possible. Coupled with easy-to-use product pages, the revised website has proved to be a huge hit with customers and sales alike.

[treehouseonline.co.uk](http://treehouseonline.co.uk)





Type  
Website Design, Illustration

Date  
March 2015

Client  
Hus & Hem

Software  
Photoshop

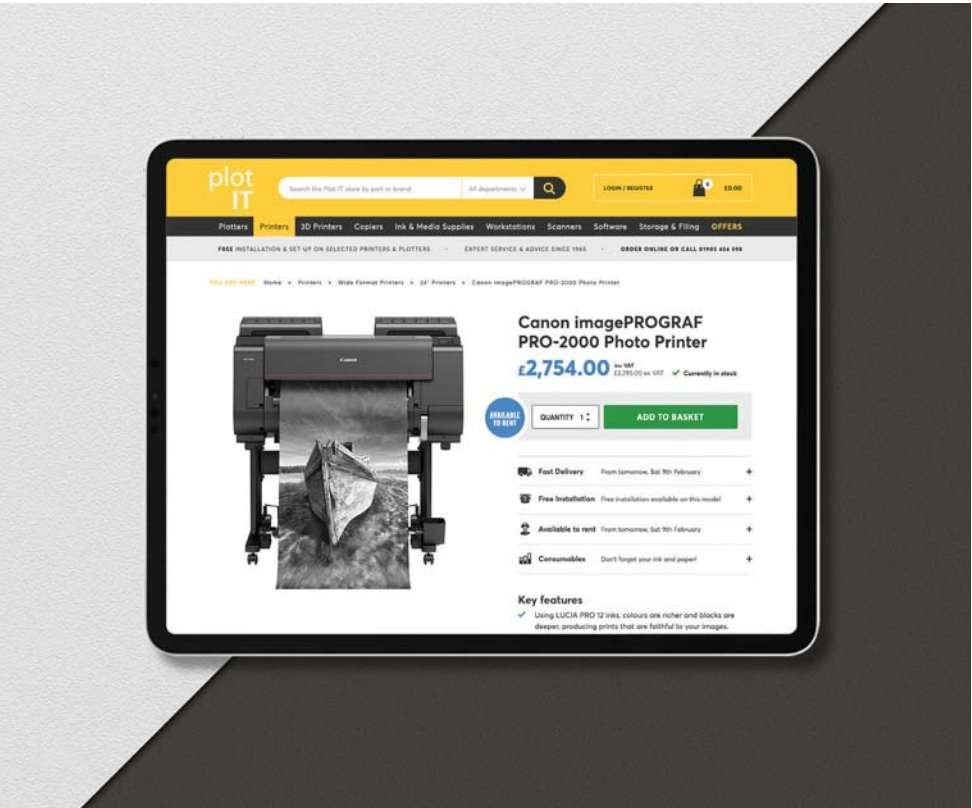
*Designed whilst under contract with Hughes Media*

### Hus & Hem

Specialists in Scandinavian design, Hus & Hem were looking to relaunch their outdated website, which was beginning to show signs of underperforming. Already familiar with the Presto shopping cart system, Hus & Hem were reluctant to move to a different eCommerce platform. As a result, a suitable shop template was

chosen and then significantly redesigned to give a unique shop front. Bespoke illustrations were then added to reinforce the brand and give it a wonderfully quirky feel.

**husandhem.co.uk**



Type  
Website Design, UX/UI Design

Date  
March 2018

Client  
Plot-IT/Stanford Marsh

Software  
Photoshop

*Designed whilst under contract with Hughes Media*

### Plot-IT

Another company with an extensive product range from which to choose from. Technical equipment often comes with equally technical –and lengthy – user information and guarantees, all of which needed to be published on the website. As a result, each

product page had to focus on presenting such information efficiently, whilst never cluttering or overshadowing the ever-important 'Buy Now' button. Simple graphics and logical user journeys allowed for a very easy to use and enjoyable website.

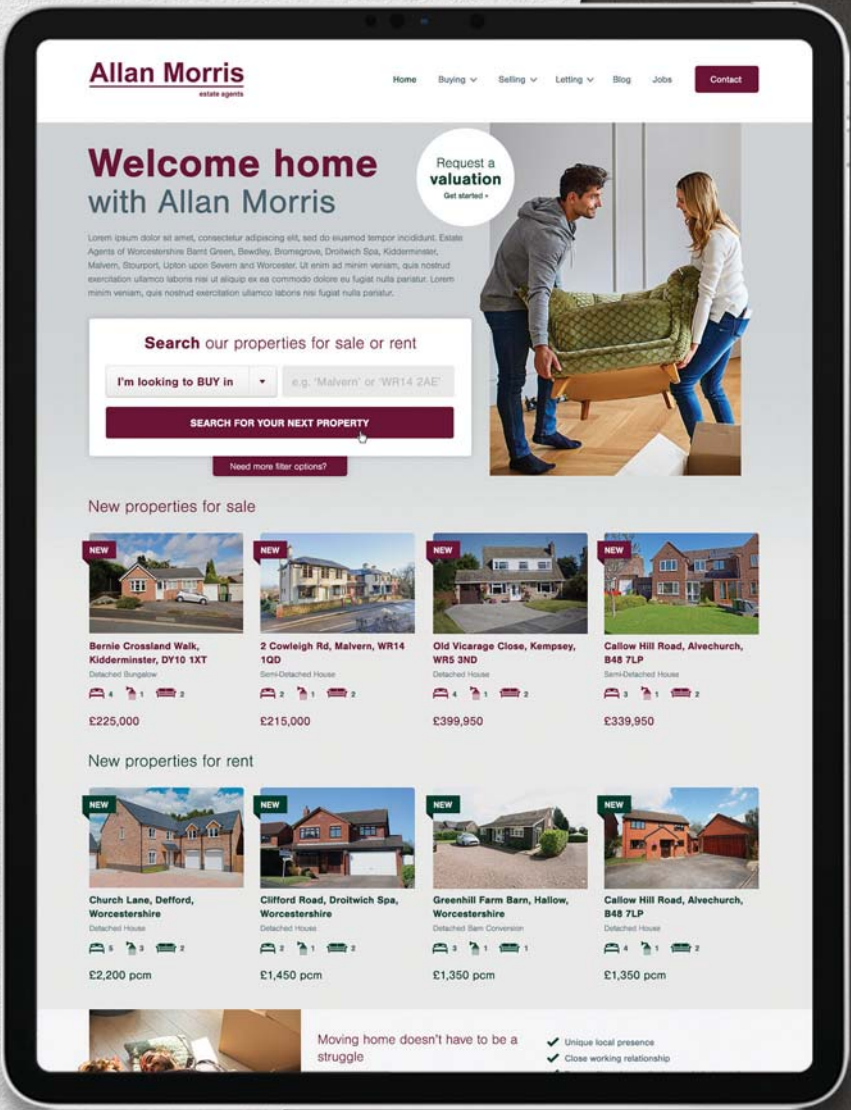
Type  
Website Design, UX/UI Design

Date  
August 2019

Client  
Allan Morris

Software  
Photoshop

Designed whilst under contract with Hughes Media



Allan Morris

Designed for a pitch to one of the Midlands' longest established estate agents, this design focused on ease of use for the end user. Often carrying hundreds of properties at any one time across multiple offices, it was essential that the right properties could be put in front of the customer at the right time. The site

was also designed to integrate seamlessly with online property services like RightMove. Although unsuccessful, the design still stands up, thanks to solid consideration of the particular concerns of the property market, strong aesthetics and adherence to design hierarchies.





Type  
Website Design, UX/UI Design, Illustration

Date  
August 2015

Client  
The Little Blue Owl

Software  
Photoshop, Illustrator

*Designed whilst under contract with Hughes Media*



**Little Blue Owl**

A company which sells fun gifts for small children should have an equally engaging website – and that’s exactly what The Little Blue Owl got. A simple eCommerce site structure lay the framework for some beautiful embellishments through the use of some hand-drawn graphics – from repeating background patterns right through to designing and illustrating a whole family of friendly owls. The illustrations proved popular with customers and helped to give the site



some much-needed personality and individuality in an often crowded marketplace. The company mascot, the little blue owl himself, also received a little spruce-up and preen of the feathers to bring the whole site together in one lovely, considered and consistent package.

**thelittleblueowl.co.uk**





### OGL Computer

Corporate websites needn't be dull and boring. OGL Computer's new website was designed to break that mould using a strong palette of colours and intersecting angles, breaking up key messages and highlighting important calls to action. A mammoth website (over 200 pages and counting), it was

subdivided into the business' three core areas –each stylistically the same but defined by bold and consistent colour-coding. The result was a strong and cohesive website that feels current and distinctive.

[ogl.co.uk](http://ogl.co.uk)



Type  
Website Design, UX/UI Design  
Date  
December 2016  
Client  
OGL Computer  
Software  
Photoshop

*Designed whilst under contract with Hughes Media*



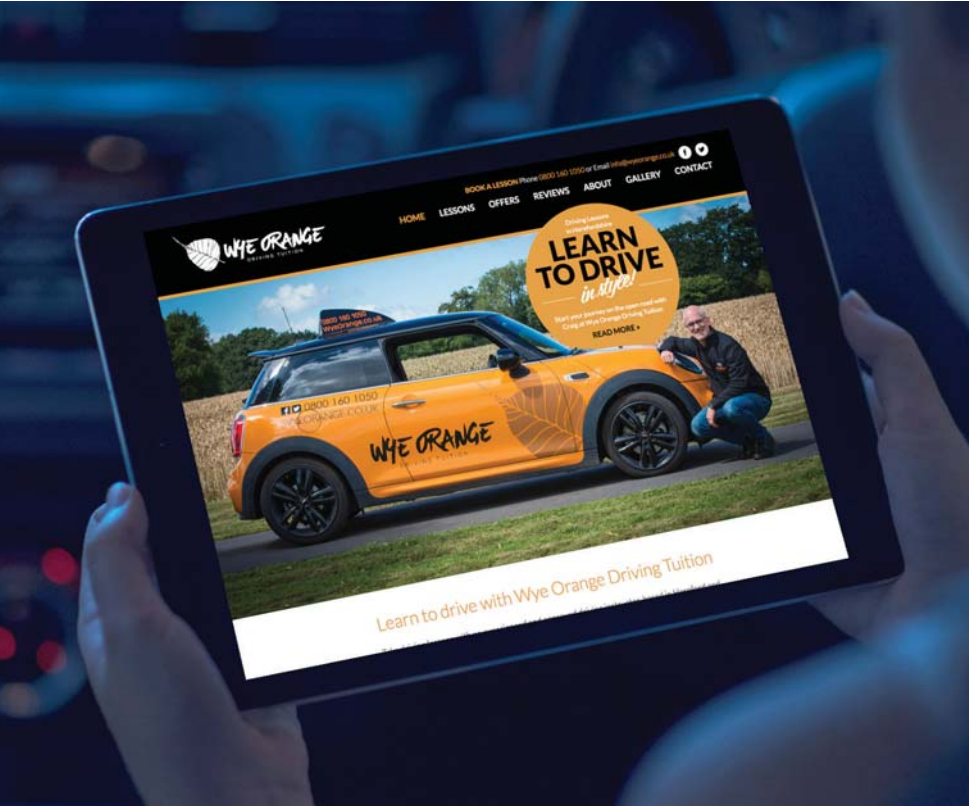
Wye Orange

A fresh design for a fresh-out-the-box start-up. Wye Orange is a brand new driving school based in North Herefordshire, with its core focus being it's difference from other driving schools; it aims to bring a holistic approach to building the confidence of first time drivers. A distinctive logo was developed to adorn the school's prominent orange Mini. The car was then

used throughout the site as a point of reference and a key marketing tool. Stylish and effective, the site has helped set Wye Orange apart from its rivals in its first years of business and is now widely recognised on the streets of Hereford.

wyeorange.co.uk

Type  
Branding, Website Design, UX/UI Design, Web Development  
Date  
August 2016  
Client  
Wye Orange Driving Tuition  
Software  
Photoshop, Illustrator, Coda



EMC Standards

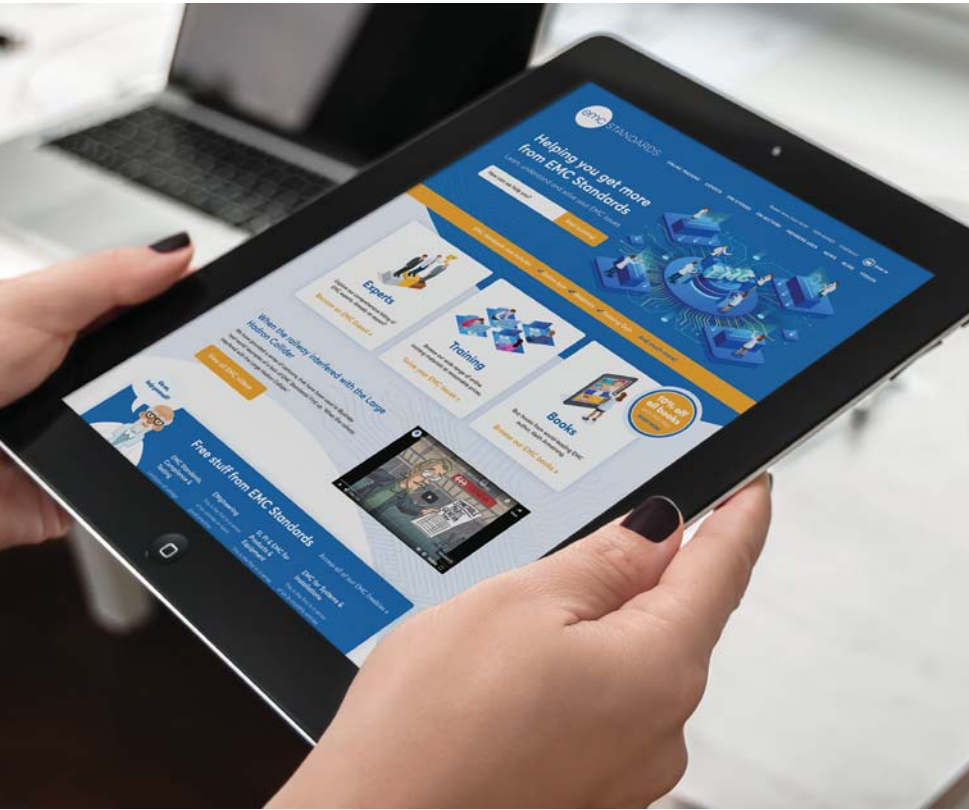
Holding an extensive database of articles, reports and books on electrical engineering, this site had to be highly adaptable to accommodate a wide range of varying information across multi-platforms and devices. To aid in this, the client requested that a character was designed to guide the user through the

site, almost like an assistant. Vector graphics were used throughout, giving a crisp and precise feel –perfect for the site's subject matter.

emcstandards.co.uk

Type  
Website Design, UX/UI Design, Character Design  
Date  
May 2019  
Client  
REO  
Software  
Photoshop, Illustrator

*Designed whilst under contract with Hughes Media*



**Type**  
Website Design, Web Development, Branding,  
Print Advertising, Garment Design

**Date**  
September 2014

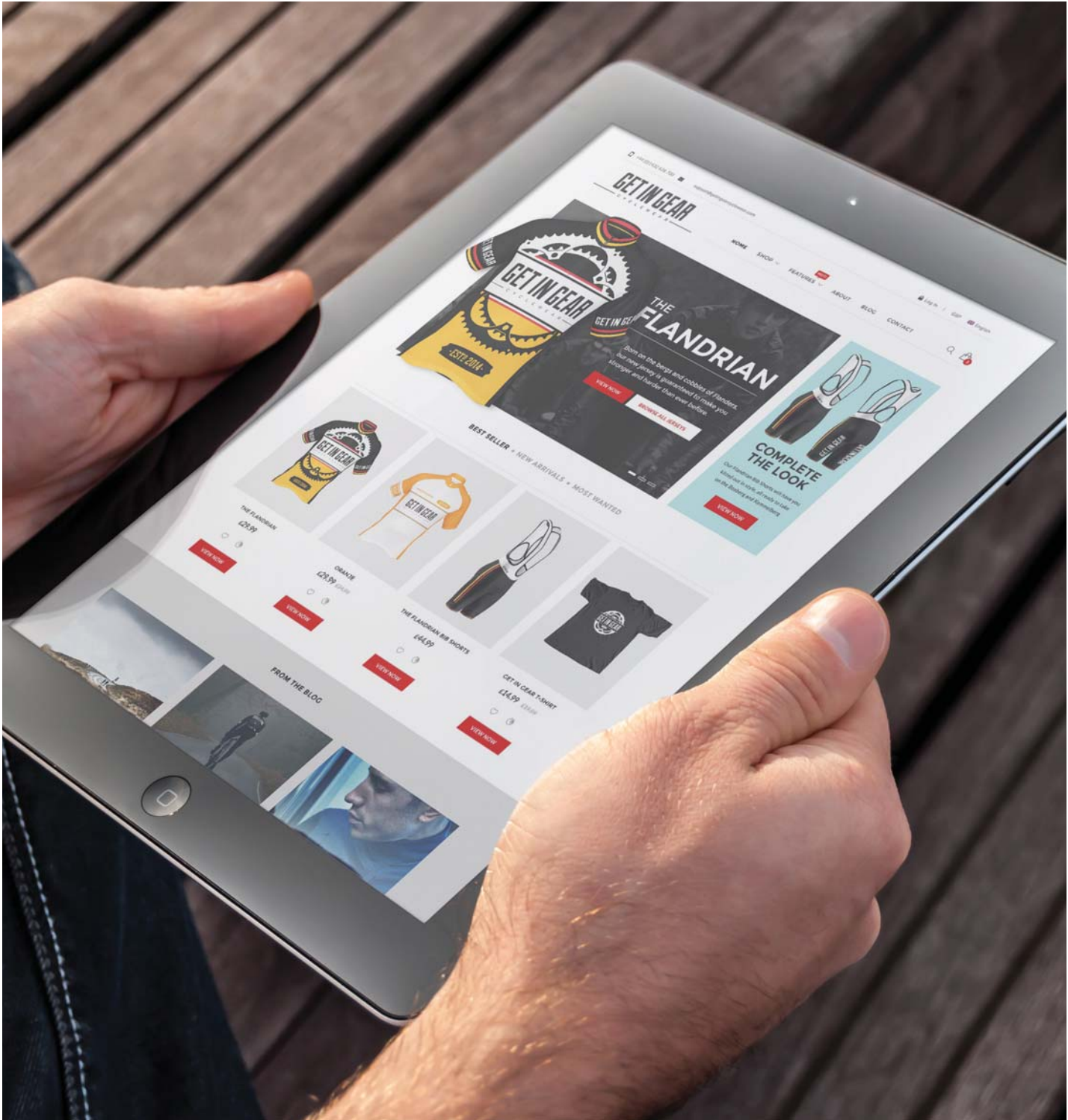
**Client**  
Suzie Robinson

**Software**  
Photoshop, Illustrator, InDesign, Coda



**Get In Gear Cycling**

Initially contacted just to produce a company logo, working for Get In Gear soon evolved into a brand identity/web design/web development/print advertising/garment design job too. Taking aesthetic cues from the golden age of European cycling in the 1960s and 70s, jerseys were designed and produced,



taking advantage of the latest fabrics and printing methods. To launch the brand, a series of print ads were designed to go into the national cycling press and online, and finally a Shopify template was developed to sell the whole collection online.





## National Trust

Designed to outline the National Trust's vision for the next ten years, this House of Common's-launched report highlighted the Trust's aims in creating more interest and interaction with the general public. Using photography from the Trust's library, slogans and hand-written notes were used to indicate visitor involvement in

often staid and clinical environments. Combined with an irregular grid layout, the document was a conscious move away from the Trust's old brand guidelines, and the first in a concerted effort for a more contemporary look and feel. The document was also produced in an English-only and English/Welsh tip-and-turn bilingual format.



Type  
Bilingual Report Design  
Date  
September 2007  
Client  
National Trust  
Software  
Photoshop, Quark XPress

*Designed whilst under contract with BWA*





**Type**  
Brochure Design

**Date**  
May 2008

**Client**  
Department for Environment Food & Rural Affairs,  
Commission for Rural Communities

**Software**  
Indesign, Photoshop, Illustrator

*Designed whilst under contract with BWA*

## The Commission for Rural Communities

Sitting at the heart of the Commission for Rural Affairs (CRC) raison d'être, a series of reports brought to the forefront the plight of the disadvantaged in rural areas and their strategy to bring about change. As part of the 'Quid's In' campaign, these reports were designed to be sympathetic to CRC's core branding, yet were subtly enhanced in their messaging through monochrome photography and an extended colour palette.







## The Prince's Charities

This project's brief was to produce a brochure for the annual education summer school set up by the Prince of Wales, and run by the North London Collegiate School. In it's fourth year of operation, The Prince's Charities wanted the brochure to move in a new direction, leaving behind the old monotone version. A restrained approach was required for the job, so a single colour was selected to work alongside Foundry and Egyptianne typefaces. The brochure was well-received at the summer school, and the client retained our services to produce the follow-up Summer School Report.

**Type**  
Brochure Design

**Date**  
May 2006

**Client**  
The Prince's Charities, The North London Collegiate School

**Software**  
Indesign, Photoshop, Illustrator

*Designed whilst under contract with Ingenious*







**Type**  
Branding, Illustration, Packaging

**Date**  
February 2016

**Client**  
Odin's Beard

**Software**  
Indesign, Illustrator



### Odin's Beard

In a saturated marketplace, the Odin's Beard brand was developed to be unique and instantly recognisable. Drawing on Norse mythology and iconography, a visual identity was designed with a high-impact realisation of the main man himself as the brand focus. Repeating patterns of knotwork, runes and ravens reinforced the whole visual language, all reproduced in monotone to keep costs down and create a highly distinctive look.





Type

Branding, Packaging

Date

February 2016

Client

The Secret Barber

Software

Indesign, Illustrator



## The Secret Barber

Born out of a desire to do something different, gentleman's hairdresser The Secret Barber hit the ground running, not only by opening his first shop but by instigating a whole new brand and range of mens grooming products. Drawing on the owners love of vintage tattoos, a logo was designed which was then applied across the range in a simple yet standout fashion. Global domination assured.





## Selected logo designs



Rose Health & Wellbeing



Sea Salt



Mays Cider



Wye Valley Cooking



Wye Orange



Get In Gear Cycling



Rococo



RJ Joinery  
Designed whilst under contract with  
Hughes Media



Autism South  
Designed whilst under contract with  
Ingenious

## Selected illustrations



Janina Ramirez



Liam Gallagher



Thom Yorke



Bob Dylan



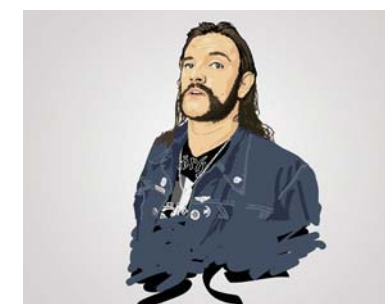
Jean-Michel Basquiat



Amy Winehouse



Andrew Eldritch



Lemmy



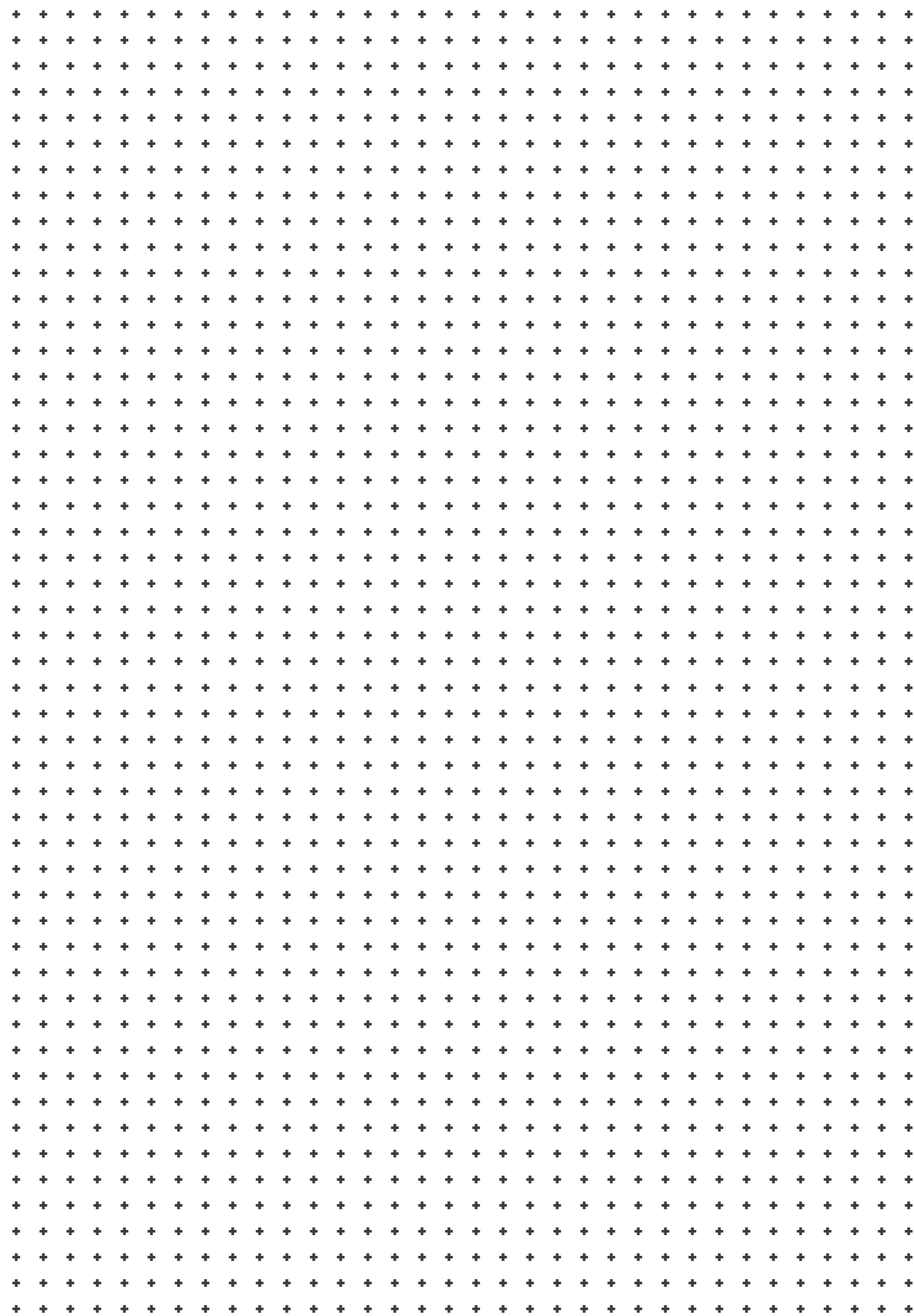
Ralf Hütter



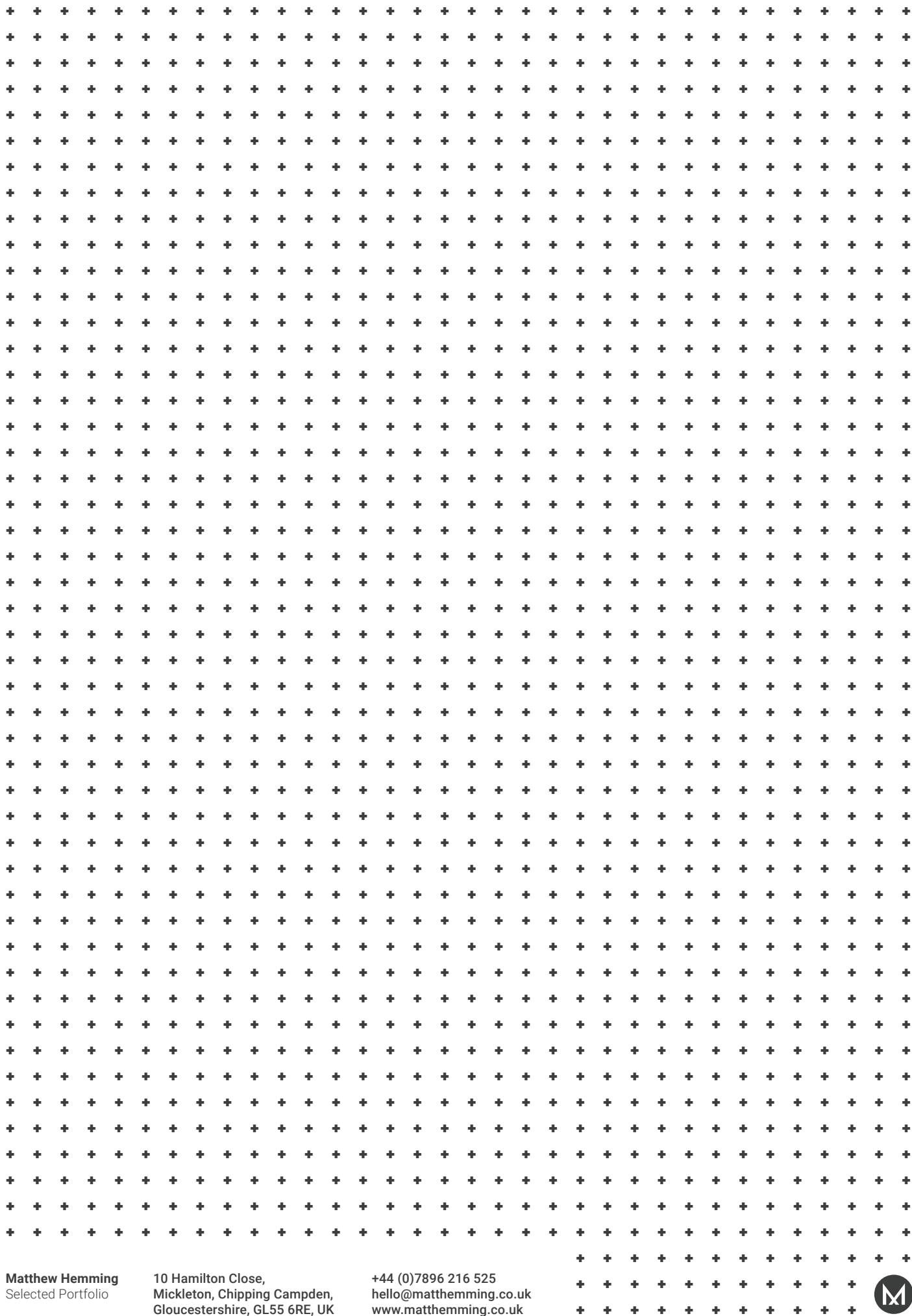
Selected client list











Matthew Hemming  
Selected Portfolio

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