

Matthew Squire
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CV

Vast experience and comprehensive knowledge within print and digital design, working with small and large scale design and branding projects in both local and international markets.

Extensive skills and knowledge within the field of graphic and brand design and a strong understanding of multi-faceted needs of clients with diverse brand architecture and co-branding activities.

Lead by example by working hard and focussed whilst maintaining a sense of inspiration amongst the team.

August 2020 - November 2021
Consulting Creative Director
Gaston Luga

A move of the client side to implement a new strategic and visual brand. Leading the creative team on a predominantly ecommerce focused brand.

2019 - 2020
Partner and Design Director
The Kitchen, Stockholm

March 2016 - 2019
Head of Design
Volt, Stockholm

In March 2016, I was asked to join Volt creative agency to help strengthen their brand and design offering. Leading a team of designers within multi-disciplinary creative work.

Main clients: Aspia (PwC), Bricmate, Absolut Vodka, Min Stora Dag, Octapharma, Holmen Paper.

Highlighted work:
PwC

Strategic and visual branding of Aspia, a new digitally focussed financial service derived from PwC. Touchpoints included total build of new website and digital service, print, exterior and interior graphics and event design.

Holmen Paper
Rebranding for Swedens largest virgin fibre paper producer. In a time where paper is becoming the second medium it was important for Holmen to be seen as a modern, forward thinking and innovative company.

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December 2011 - March 2016
Partner and Design Director
The Kitchen, Stockholm

Co-founder of The Kitchen Design Studio, working with design and brand development within national and international markets.

Main clients: Casall, Octapharma, Harrods London, Lincoln cars, Barncancerfonden, The Absolut Company, Röhnisch.

Highlighted work:
The Absolut Company – Concá Vodka
Involvement in creating a new vodka for the US West Coast market, including workshops at an early stage, name design, communication strategy, design development for all consumer touchpoints, event co-creation with external creatives. Packaging design and socially interactive website.

Casall

Visual direction for all levels of communication including in-store. A new visual identity for cross-media implementation. Creative support to their inhouse Creative Director, to ensure a consistent level of brand expression.

January 2004 – December 2011
Senior Designer
Grow, Stockholm

As a Senior Designer at Grow, I was involved in creating brand experiences, visual identities and design systems for cross-media implementation for global brands.

Main clients: Lexus, Bring, Helly Hansen, Konecranes, Bang & Olufsen, Munken Paper, Yale.

Highlighted work:
Lexus

The work for Lexus included a new visual identity, including guidelines for all applications, from retail to advertising and co-branding. Brand Book design, product catalogues, Art Direction for numerous photo shoots and communication concepts.

Helly Hansen

Rebranding of one of the worlds most well known and respected workwear and winter sportswear companies. The visual identity covered the design of all print material, online services, retail concept including instore touchpoints design.

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January 2003 - December 2003
Graphic Designer, Lowe Brindfors

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Pre Sweden
Various London Design agencies

Education

1994 – 1998
BA Hons Graphic Design, Derby University

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References

Happy to leave upon request

Links to work

matthewsqire.nu
(personal site that I am still adding to)