

PORT- FOLIO FOLIO



Click to view work: mattmcdermott.co.uk



Click to view work: **Current Account Switch Service**



Click to view work: **Together Against Hate**

MATT MCDERMOTT

AGENCIES & BRANDS

Working closely with creative teams I've helped to guide and develop award winning campaign ideas, led branding projects and directed TV and online commercials for major brands including;

Vodafone / Google / McLaren / BT / GSK / American Express / Zopa / Tommee Tippee / Olay / Wickes / Western Union / Snog / Laterooms / Mattel / Sharps / Dunelm / Harveys / Ministry of Sound / Virgin Media.

I've directed high profile TV promo campaigns including; BBC Proms / Glastonbury / BBC World News / BBC Four Hidden Japan and Electric Revolution seasons.

I've worked extensively with BBC / Red Bee Media / Sky Creative / ITV / Channel 4 / UKTV / Ogilvy UK / Hogarth Worldwide / Engine Creative / Karmarama / Kream / Mill+ / Mainframe / Iris Worldwide / McCann / AMV BBDO / Digitas LBi / MCGarrybowen / The Story Lab / AKQA London.



Click to view work: **Gravity's Law**



Some of the great brands I've worked with.

BIOGRAPHY

I'm a multi award winning freelance Design Director, Senior Art Director and Film Director.

My work includes 360 campaigns across multiple platforms and media, digital, OOH, branding and on air promotions for global brands including; BBC, Channel 4, Sky, UKTV, Vodafone, McLaren, American Express, Heineken, Tommee Tippee, BT, Virgin and Google.

I specialise in graphically strong work, stylised art direction and visual effects.

My work often evokes a mystical or heightened reality aesthetic always with plenty of emotion and humanity.

I'm inspired by great writing and universal truths – my short film ['Gravity's Law'](#) is featured at numerous festivals and on prominent industry blogs.

I have an exacting attention to detail and a sharp cinematic eye.

My instinct is to collaborate and I form relationships quickly.

I'm skilled at drawing outstanding creative results from my teams.

I'm personable, collaborative and deliver authentic performances.



Click to view work: **Tommee Tippee #TheTruthIs**



Click to view work: **Department of Justice**

emotion & humanity

**Strong
graphic
eye**

Developing the idea of a campaign or brand is the most important stage. It's the spring board in which I create a framework to facilitate the creative team to bring the best of themselves to the project – like the pieces of a jigsaw puzzle fitting perfectly together.

A great idea needs a great execution and that relies on drawing the best from your team and instinctively using the right tools and techniques for each unique project.

Work.

A montage of recent work including short films, commercials, ad break takeovers with partnered brands, TV promo campaigns, channel branding and sponsorships.

View the full campaigns featured here;

[Tomme Tippee - #TheTruthIs](#)

[Together Against Hate - Channel 4 ad break take over - Nationwide, Co-op, Network Rail](#)

[Get Peninsula Covered](#)

[Department of Justice - TVCs for #EndingTheHarm](#)

[Vodafone Red World #BEUNLIMITED](#)

[Ofi - The world is what you make it](#)

[Current Account Switch Service | 'How To' Commercials](#)

[Random Acts Short Film - Gravity's Law](#)

[BBC Extreme World](#)

[World Food Programme - Ramadan](#)

[GSK Relentless Innovation](#)

[Showreel montage](#)



Experience

KARMARAMA Good Works McCANN mcgarrybowen

the outfit. AKQA MAINFRAME AMV BBDO

BBC RED BEE 4 sky

itv UKTV

IRIS FOLD7 ENGINE DIGITAS

M Ogilvy

UKTV

RED BEE

Freelance Design Director, Film Director and Senior Art Director

JAN 2013 – PRESENT
London

Experience as a Creative Director / Senior Art Director / Head of Design and Film Director at major broadcasters, advertising agencies and design studios;

Mill+ / Mainframe / Territory Studio / Karmarama / Kream / Iris Worldwide / Engine Creative / Hogarth / Ogilvy / McCann / AMV BBDO / Digitas LBi / MCGARRYBOWEN / AKQA / BBC Creative / Red Bee Media / Sky Creative / ITV / Channel 4 / The Outfit / UKTV

Freelance Head of Design

JUL 2015 – NOV 2015
London

Design Director / Director

NOV 2006 – DEC 2012
London

Click to view work: **Vodafone Red World #BEUNLIMITED**



Tech skills

- Art Direction
- Creative Direction
- Design - Motion and static
- Branding
- Live action directing
- Animation directing
- 2D Animation
- 3D visualisation
- Self Shooting
- Creative treatments and pitch documents

Some of the tools I use;

Adobe Creative Suite; After Effects, Premiere, Photoshop, Lightroom, InDesign, Illustrator, Keynote, Google Slides and intermediate Cinema 4D.

Film and photography; Sony Fx3, Canon 5D and Fuji X100F.

sky

Designer / Director

Jun 2000 – Mar 2006
London

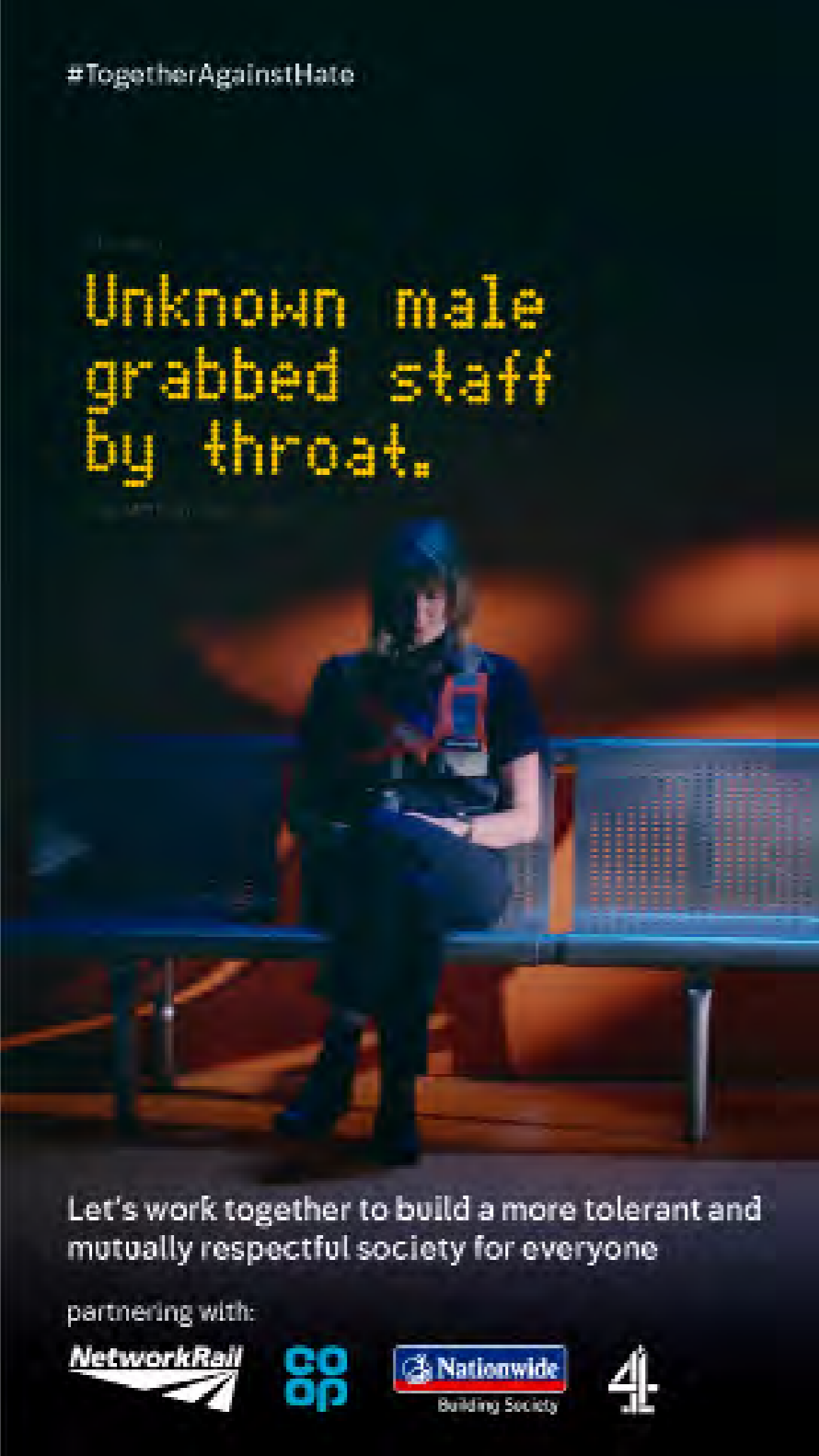
UNIVERSITY OF LINCOLN

BA Hons TV & Film Design - 2:1

1997 – 2000



Making an impact off air



Click to view work: [Together Against Hate](#)

OOOH, print & installations



GSK Relentless Innovation

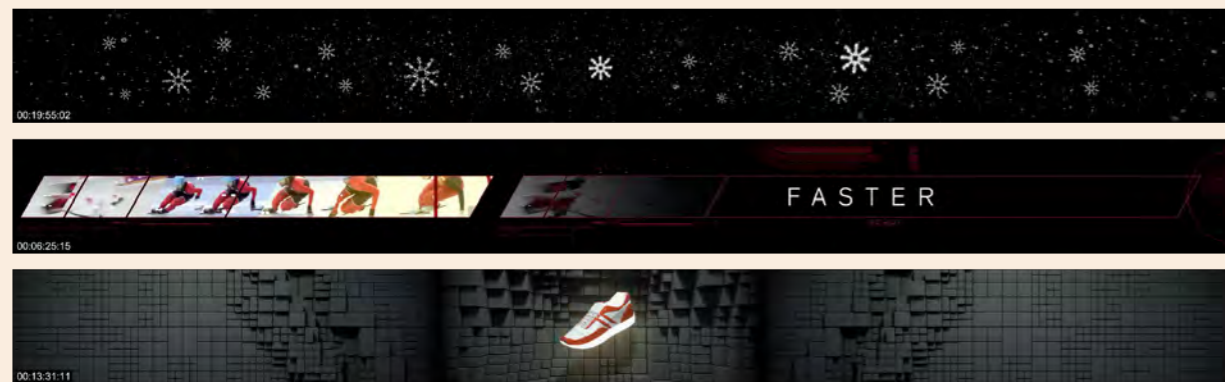


A collaboration with Territory Studio and McCann Health for GlaxoSmithKline (GSK) to celebrate their campaign: '50 years of innovation living every breath'.

Shown on an immersive giant wrap around 'Wave Screen' at a large pharmaceutical event in Madrid.

Click to view work: [GSK Relentless Innovation](#)

Dow - Winter Olympics Business Experience



Dow were the main sponsors of the 2018 Winter Olympic Games held in Pyeong Chan.

This immersive installation which was screened at the main press centre throughout the games. In five chapters (the snowflake fables) we told the story of the spirit of collaboration in science and

technology to achieve amazing things and push the human race forward which was aligned with Pierre de Coubertin's (the founding member of the Olympic Games) inspiring motto of; Faster, Higher, Stronger.

With the addition of two more chapters; Inspiration and Vision the film ran at approx. 27 minutes and involved dynamic editing of Olympic and archive footage, screen in screen compositions, motion graphics and 3D animations throughout.

Department of Justice off air campaign.



Made with The Gate Films and [Ardmore](#) Click to view work: [Department of Justice](#)

Contact

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London

Thankyou.