



Hello,
let's get
creative

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Jägermeister map wrap

Limited edition bottle wraps
inviting supermarket shoppers
to discover a gift - a free Root 56
Jägermeister cocktail



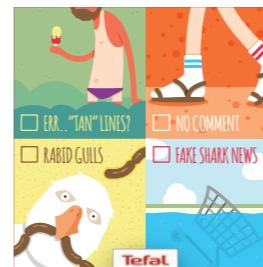
The Grocer White Paper

A document, made available digitally and in print for The Grocer magazine, discussing an evolution in new product launches



Milktoof comic

A sixteen page minicomic,
printed using environmentally
friendly techniques and sold
internationally



Social posts

Vector illustrations made for social media posts, following brand guidelines and concept team direction



THE NKD MODEL DRINKER

SATURDAY

9am Wake up. Reach for Insta. See NKD promoted post. Like.

10am On bus to shop. See NKD digital poster. Like.

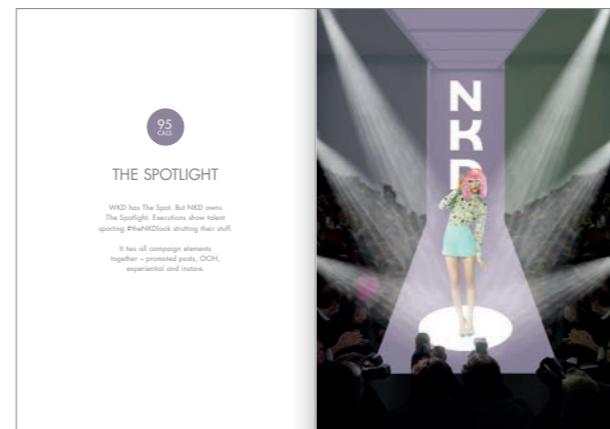
11am At shopping centre. See NKD Spotlight. Pay. Capture. Share.

1pm Try on accessories of NKD Spotlight. Sella in #theNKDlook mirror. Share.

4pm Bus home. Check phone. See gestured promo message. Raise brow.

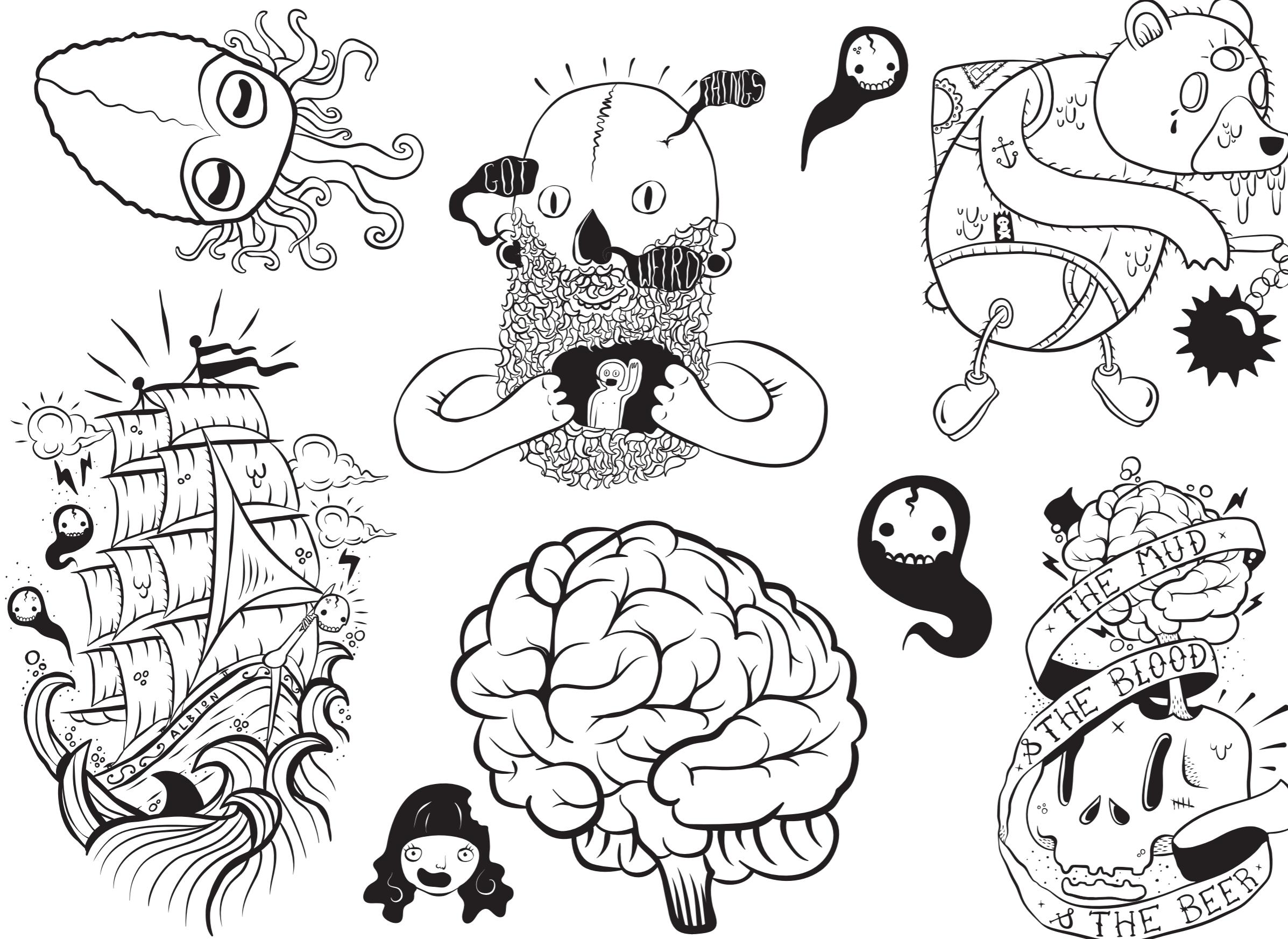
5pm Grocery store. See NKD digital poster with promo message. Buy.

9pm Revolution Bar. See NKD Postal Partners. Buy NKD for friends. Receive free posh accessory.



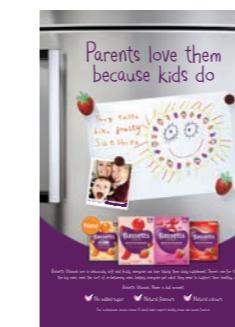
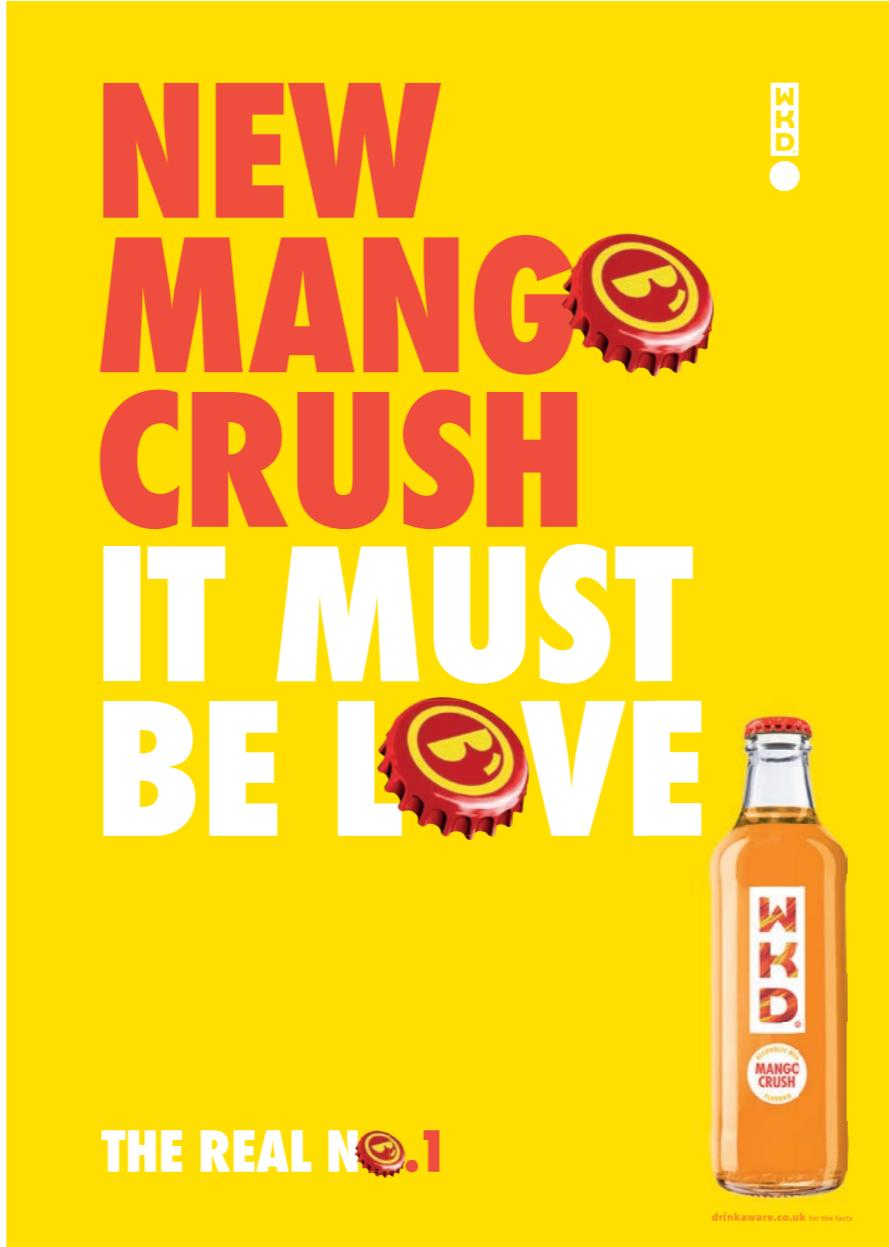
Lookbook for NKD

A printed lookbook created to show to the client the brand vision for the year ahead



Digital illustration

Produced for a variety of projects including books, tattoos, gig posters and clothing brands



Campaign ads

Magazine and OOH ads
created as part of wider
campaigns for both B2B
and B2C clients



WKD summer social campaign

An innovative mix of experiential
and social media-driven activity
which I helped art direct across
multiple platforms