



Matt Ruttimann

Multidisciplinary Creative Designer

📍 Anglesey, North Wales

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About

I am a creative professional with over twenty years of experience in various unconventional roles, often for which no specific title existed. My expertise spans branding, themed interiors, marketing, and service design for the hospitality industry to UX/UI and infographic projects for mental health services and rescue training providers. I have also worked on 3D design projects in spatial concepts, including construction and landscaping, focusing on reusing existing materials. I recently moved to North Wales because of my love for the great outdoors and teaching as an AIDA freediving instructor.

Dear Hiring Manager,

Having worked for myself for many years, sixteen as a director, I seek new opportunities to expand my professional experience by collaborating and working on diverse projects. I have gained a comprehensive understanding of managing projects, delivering quality work within tight deadlines, and maintaining professional relationships with clients, suppliers and stakeholders. I am a lifelong learner and believe knowledge is humanity's most valuable asset.

I hope this CV demonstrates my aptitude and makes me a viable candidate. I would be delighted to discuss how I can contribute to your team.

Best regards,

Matt.

Practical knowledge

Comfortable with most of Adobe Suite and the following:



I am eager to learn and become fluent in eLearning, and what I don't know, I learn quickly!

Diverse Projects

My relationships with clients and suppliers are built on trust, often lasting for decades. As a result, I'm usually the first person they call when needing advice or help. So, because of this, I've enjoyed working on many diverse projects, some unusual and outside my comfort zone, like designing stables and a 50-meter zip wire through a forest. In all cases, I take on every challenge enthusiastically and determinedly.

Working Remote & Collaboratively

I have extensive experience managing my time and budget effectively by being self-motivated, precise, and disciplined. I have created a conducive office environment and invested in professional hardware and software to optimise quality and efficiency. I always work well in a team, even with the clients or suppliers.

I rely on emotional intelligence and empathy to listen to the pain points of others and try to understand their perspectives in a calm and mild-mannered way.

And I never assume that I am always correct.

Youthful Spirit & Adventure

I drove 3600 miles from Colorado through Canada to Alaska in a hastily converted '89 Honda CRV "ultra-micro mini camper" using one OSB sheet and a \$20 circular saw.

Certs & Quals

- 🏆 Quallsafe FREC Level 3 Outreach Rescue
- 🏆 User Experience Design IDF
- 🏆 Sea Survival Techniques MCA
- 🏆 Freediving Instructor AIDA Instructor
- 🎓 3D Industrial Design BA (HONS), MMU Manchester
- 🎓 Graphic Design HND, NAFA Singapore

Strengths

- Campaigner (ENFP-A)
- Neurodiverse (Dyslexic)
- Visual Thinker
- Naive Curiosity
- Problem solving
- Analytical
- Attention to detail
- Adaptability
- Positive Attitude
- Emotional Intelligence
- Perseverance

Hobbies

I enjoy listening to audiobooks on psychology and human behaviour. I also love staying physically active, whether in the sea/lake for freediving, SUP, yacht racing, kayaking, canoeing, or heading into the mountains for hiking, scrambling, climbing, or indoor bouldering if the weather is miserable. Or I just admire the rugged Welsh beauty, photographing the dramatic landscapes or beachcombing and collecting driftwood for building or creating art.

2023

DTP & Infographics

I worked closely with the lead training instructors at **Outreach Rescue Ltd.** for 10 months to create a comprehensive 72-page A4 manual that was in line with the client's branding guidelines.

The manual was created to help people understand and interpret a text-heavy 100-page word document, and to translate it into a visual learning aid that incorporated a week-long practical syllabus.

🔔 In March 2024, I will be qualifying in **DEFRA MOD 3 River Rescue Water Technician** practical to gain valuable insights from other participants about the manual.

2020

UI/UX & Creative Design

I was contracted with **Cogenis Ltd.** for 18 months. During my time there, I closely collaborated with developers and stakeholders to design the interface of an AI-powered parental control application for iOS, Android, and Web platforms. Additionally, I conceptualized a mental health application for employees on iOS. I also worked on creating collateral designs for branding, marketing and funding pitch decks.

2006

Established Ruttimann Design Ltd

A Multidisciplinary Design Service that developed brand strategies for startups and small businesses across diverse industries.

🔔 In late 2022, I dissolved my company to relocated to North Wales.

1994

In-house Designer & Freelancer

My career has enjoyed multiple creative positions, working closely with CEO and mentor Tim Bacon at **JW Johnson's (Life Restaurants Ltd, later known as Living Ventures Ltd)**. I conceptualized ideas for bar and café concepts, creating marker hand-drawn visuals and constructing 1:50 scale models while developing brand strategies and collateral. Some early visions included Via Vita, Life Cafe, Red Door and Livingroom. During this time, I gained an early understanding of user-centred design and user experience.



LinkedIn



Website

BRANDING.01

I always seek the attributes of the story behind the brand. The most important question is...“Why”?



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BRANDING.02



INFOGRAPHICS

I strive to deliver the best possible visual interpretation to communicate the story and big picture quickly and clearly—examples include interface designs and technical manuals, graphic data reports and pitch decks, and more.



Connect to Wing

Connect to your social media accounts through the Wing app

Wing is Artificially Intelligent

Wing respects your privacy and is used to support you online. Your mum & dad will only be alerted if there is an actual threat.

Your data is never stored nor seen by human eyes

Threats

Social Media can be a dangerous place. If Wing detects a threat, it will notify your parents by telling them how you are feeling.

Your parents will only see a mood emoji and a weekly mood chart based on your overall online activity

What your parents see . . .

Identify sad days and know what to say & do

Wing will only show your parents the state of your happiness. It will not share your online activity.

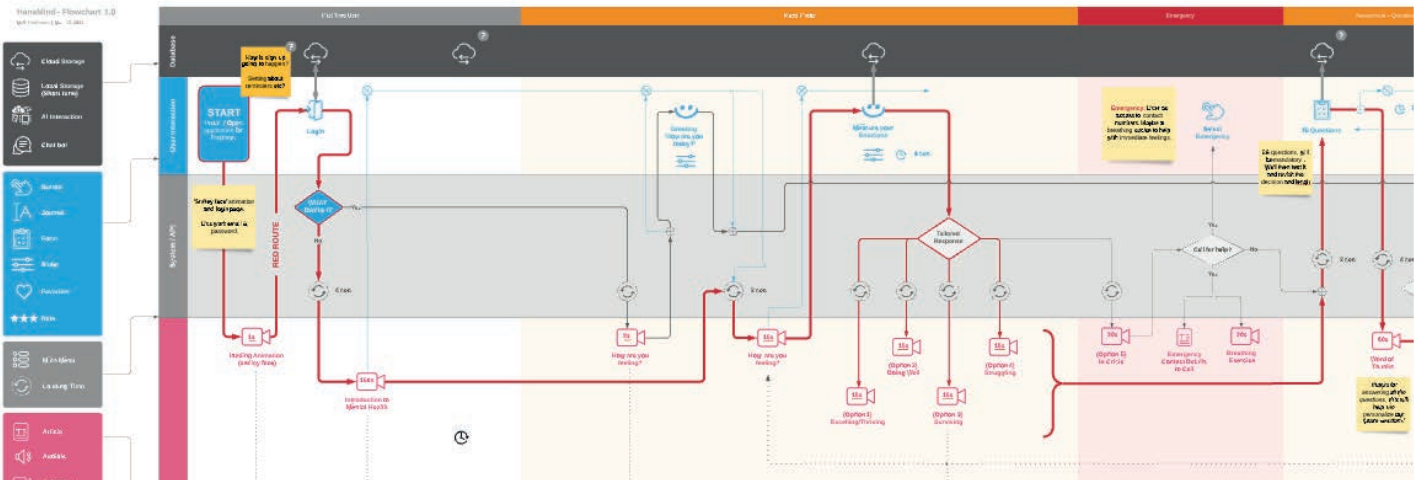
Keeping you happy

Remember, Wing doesn't let your parents spy on you. It just gives them an idea of how you are feeling to help them keep you safe and happy online.

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UX & DESIGN THINKING

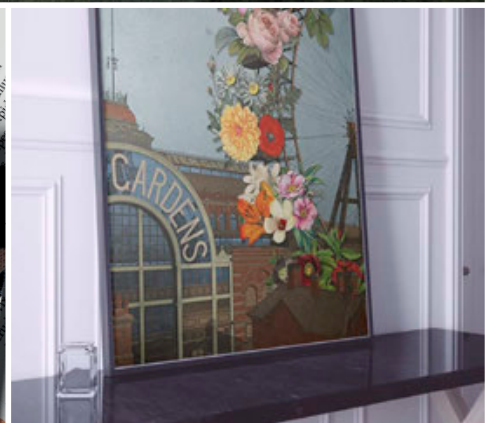
I have used design thinking and user experience as a foundation in all aspects of my life, from product design to working with Start-ups. It has proved a powerful problem-solving tool for encouraging outside-the-box thinking, innovation and entrepreneurship.



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IMAGE MANIPULATION

Skilled at using Adobe Suite, Photoshop, and Illustrator, as well as SketchUp 3D, amongst others, is an integral part of creating unique, thought-provoking, and visually pleasing work.



OUT OF THE BOX THINKING

My greatest strength is understanding the challenges or pain points and being able to construct a solution and communicate those ideas effectively through working drawings, prototypes and various 2D & 3D mediums.

1. Removable and lightweight platform for van/camper.
2. Quick & cheap CRV conversion to travel around Alaska.
3. Film set low fidelity concept model.
4. Steps for a bunk bed made from driftwood.
5. The solution is to lift UPC windows (25kg) to replace hinges.

