

# Matthew Robin Dix

3 St Georges Mall, Cape Town  
mobile +27 82 923 2669  
matt@dixign.co.za

Date of Birth.20-10-1987 | Place of Birth.Johannesburg  
Passport.Republic of South Africa | Marital Status.Single

## Education

(2001- 2005) High School Beaulieu College/IEB Matric  
(2006-2008) Inscape Education Group/HEQSF Aligned

## Professional Qualifications Programs

Bachelor of Graphic Design      Illustrator, Photoshop, Indesign, Lightroom

## Employment History

Use DTP software to produce materials such as corporate stationery, newspapers, product packaging, large format printing, and brochures. First company in Africa to use Variable–Data Printing (VDP). I was responsible to implement EFI Print-Smith.

### Junior Graphic Designer/Print Pty Ltd, Johannesburg.South Africa

Jan.2009 - Dec.2009 <11 months>

Develop and create digital and print design for SMEs. Creative such as brand identities, catalogues, packaging solutions and editorial design. Shift to online graphics and HTML websites. Develop and lead pitch meetings to clients and senior managers. Work directly with copywriters, photographers, printers, coders, and finance departments .

### Independent Graphic Designer//Dixign , Cape Town.South Africa

Feb.2010 - July.2013 <3 years, 4 months>

Formed a Partnership servicing various entrepreneurs and their online needs. Focus on digital marketing, e-commerce, and web app builds both as client advisor and project manager in key industries such as education, travel and retail.

### UX designer//Webright, Cape Town.South Africa

Jan.2014 - Present <3years, 11months>

Joined company with focus on opening The Silo Hotel across various touch points both physical and online. Communication Designer for four luxury properties.

### Senior Designer//Royal Portfolio, Cape Town.South Africa

## **Last Gig**

Conceptualise and execution of assets for print, display, social media, events, video and animation as well as key player in company's brand refresh.

## **Marketing Designer//Luno, Cape Town.South Africa**

April.2018 - November.2018 <7months>

## **Published Work**

- Progressive Business Forum Quarterly 'Importance of brand identity'
- e-architect.co.uk/south-africa/the-silo-hotel-in-cape-town 'Photography'
- designboom.com/architecture/thomas-heatherwick-studio-the-silo-hotel-cape-town-zeitz-mocaa-south-africa-02-28-2017/ 'Photography'
- dezeen.com/2017/05/18/royal-portfolio-hotel-thomas-heatherwick-studio-conversion-grain-silo-architecture-hotels-cape-town-south-africa/ 'Photography'
- visi.co.za/inside-the-silo-hotel/ 'Photography'

## **Languages**

- English <First Language\_100%>
- Afrikaans <Intermediate\_50%>
- German <Beginner\_16%>

## **Awards**

- Wix.Com - Stunning Awards Finalist/R'new Wellness Farm <2017>
- We Are Africa Travel - Design Africa Award/The Silo Hotel <2017>
- Sleeper Magazine - Visual Identity of the year/The Silo Hotel <2018>

## **Favourite Books**

- The Alchemist - Novel by Paulo Coelho
- The Power of One - Novel Bryce Courtenay
- The Talking Stick: Exploring Life's Possibilities - Andrew Pike
- Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future - Ashlee Vance
- The Greatest Salesman in The World - OG Mandino

## **Quotes**

*From functional form flows emotion – M.Dix*

# AN OVERVIEW OF MY PERSONAL BATTERY:



**2001**  
YOUNG ARTIST AWARD



**2018**  
GROWING BRANDS INTO  
THE FUTURE



**2004**  
FIRST HOLE IN ONE



**2017**  
BECOMING A FATHER



**2005**  
SAW THE PYRAMIDS



**2017**  
SHE SAID YES



**2006**  
SECOND HOLE IN ONE



**2016**  
JOINED THE ROYAL PORTFOLIO



**2007**  
BUILT MY FIRST WEBSITE



**2016**  
TRAVELED TO MALAWI



**2008**  
THESIS ON SUBLIMINAL MEDIA



**2016**  
STARTED BRAND WORKSHOPS



**2009**  
START IN THE PRINT INDUSTRY



**2015**  
MET SOME COOL PEOPLE



**2010**  
LET LOVE GO



**2014**  
HELPED BUILD SOME APPS



**2011**  
LEFT JOHANNESBURG



**2014**  
GOT INTO YOGA



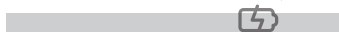
**2011**  
MOVED TO CAPE TOWN



**2013**  
GOT INTO PHOTOGRAPHY



**2012**  
BECAME A FREELANCER



**2013**  
CO FOUNDED WEBRIGHT



**2013**  
STARTED A RUM BRAND



**.. 2013**  
LIVED IN NEW YORK CITY

