



2026

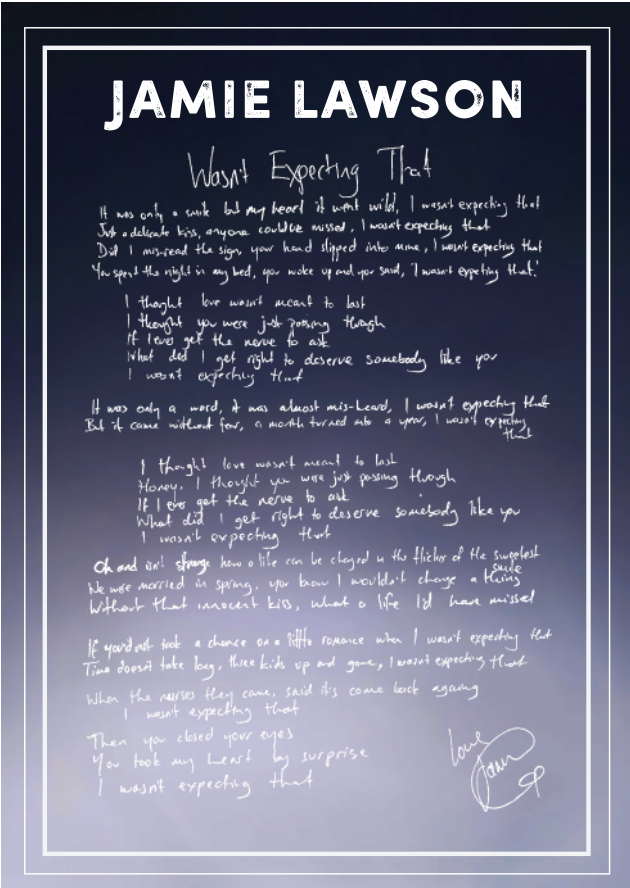
This document showcases a curated selection of my most recent projects across branding, apparel, campaign design, music visuals, and print.

The work included here represents a snapshot in time a cross-section of ideas brought to life through design, storytelling, and collaboration. From independent artists to global brands, each project reflects my focus on building work that resonates, feels intentional, and leaves a lasting impression.

While this is only part of a much wider body of work, it captures the direction, detail, and drive behind everything I create.

A handwritten signature in black ink that reads "Matt Underdown". The signature is written in a cursive, flowing style. Below the signature is a thin horizontal line.

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Jamie Lawson

For the 10-year anniversary of Jamie Lawson's self-titled album, I was responsible for redesigning the original album artwork and creating the full anniversary merchandise range.

This project was a personal milestone for me, I'd been a huge fan of Jamie's music for years, so getting the opportunity to work on a release that meant so much to both him and his listeners (including me) was genuinely surreal.

The updated artwork was developed to honour the original design while giving it a refreshed identity that felt celebratory and timeless. It was then rolled out across promotional material for the anniversary campaign, including marketing displayed alongside artists such as Ed Sheeran.

The merchandise collection ranged from handwritten lyric sheets, coasters, CDs and vinyl, to T-shirts and tote bag all designed as one cohesive range that felt nostalgic, meaningful, and worthy of the anniversary.

To promote the release I also put together tour posters for the UK and European legs of the tour.

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Shaped Through Fate

Shaped Through Fate is a clothing brand I founded and built from the ground up. From the initial concept and branding to the final product in customers' hands, every part of the process was handled by me.

I developed the full visual identity of the brand and designed the entire T-shirt range, creating pieces built around concept and visual storytelling rather than heavy logo placement. The focus was always on wearable design bold enough to stand out, subtle enough to feel timeless.

Beyond the creative direction, I also managed production, printing coordination, stock handling, and shipping overseeing the brand from idea to fulfilment.

Shaped Through Fate wasn't just about clothing; it was about building something tangible, self-sustained, and completely my own.

ERICA DRIVE



Erica Drive

Beyond performing and writing, I was responsible for shaping the full visual identity of Erica Drive from the ground up.

From early branding concepts and CD artwork to T-shirt designs, stage backdrops, lyric videos, and tour flyers, I created a cohesive visual world that evolved alongside the music. Every release, every tour, and every campaign was designed to feel connected and instantly recognisable.

Erica Drive wasn't just a band for me it was a fully realised creative era, and I handled the visual direction from start to finish.

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THE DIMBERS SHOW

EST 2021



The Dimbers Show

What began as conversations while playing video games online evolved into The Dimbers Show a comedy podcast I co-created and hosted, running for 51 episodes between 2021 and 2024.

As the show developed from casual Zoom recordings into a fully produced audio and visual podcast, I was responsible for the complete creative direction. From episode planning and branding to audio engineering, video editing, and all pre- and post-production, I shaped the identity and delivery of every episode.

The Dimbers Show was built on personality and chemistry, but under the surface it was a fully realised production blending storytelling, performance, and visual consistency into something that felt cohesive and professional.

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ESCAPE -BY- AUTUMN



Lytchett Baking company.

Daybreak promotions



Branding

Branding is more than a logo, it's identity, atmosphere, and the feeling people get before they even know why.

I started out creating branding primarily for bands and artists, building visual worlds around sound, story, and personality. Since then, I've branched out into wider brand work across multiple industries, but the mindset stays the same: create something distinctive, cohesive, and instantly recognisable.

The best branding doesn't just look good it resonates, and it lasts.

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Clothing

Clothing is one of my biggest passions it's design you can wear, identity made tangible. I grew up heavily involved and inspired by brands from the early 2000s. It massively shaped my design work today.

From my own brand Shaped Through Fate to merchandise for bands big and small, I create apparel that's bold, eye-catching, and built around strong visuals rather than being drowned in logos. Every piece is designed to stand out, tell a story, and feel like something you actually want to wear.

Because great clothing doesn't just look good it says something.

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Artwork

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More available on request

For the past 12 years, I've worked full-time in graphic design, creating work across point of sale, packaging, greeting cards, catalogues, and product design for global brands and major retailers including Disney, Warner Bros., Aldi, Sainsbury's, and The Natural History Museum.

A large portion of that work was produced during full-time employment, so I've chosen not to include it within this look book. That said, I have a much wider body of commercial work available and I'm always happy to share further examples on request.

Thanks for taking the time to look through my work — I genuinely appreciate it. If you'd like to chat about a project or see more, please get in touch.

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