

M.

Designer/Design Director
Based in Melbourne (Naarm), Australia

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About

Matt is an internationally recognised and awarded designer who has more recently headed up design departments in agencies, including CHE Proximity and Saatchi & Saatchi Australia.

He has worked closely with both large and small brands and clients, locally and abroad, focusing predominantly on brand and visual identity to ensure the best possible design outcomes to enhance business and presence. This has seen him awarded and recognised among D&AD, Cannes, Clios, and the AGDA Awards, while also featuring in both Creative Review Annual magazine and Most Contagious Awards.

He has also been a part of judging panels for AWARD Awards, One Asia Creative Awards, and Next Creative Leaders.

Recent Experience

Matt Alpass	Designer/Design Director	(2023 - Current)
Bullfrog Global	Contract	(2024)
Hero	Contract	(2024)
Saatchi & Saatchi (Aus)	Head of Design	(2018 - 2023)
CHE Proximity	Head of Craft	(2014 - 2018)
Clemenger BBDO	Contract	(2014)
Cassette	Contract	(2014)

Small coin.



Big impact.

donationdollar.com.au

#donationdollar

148501

Donation Dollar – Royal Australian Mint

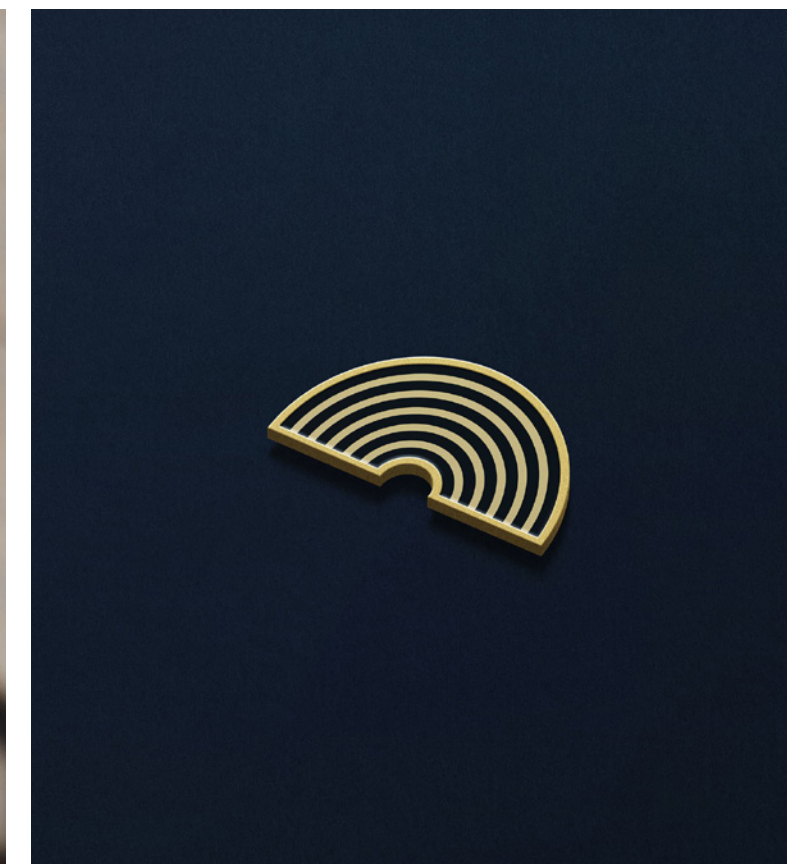
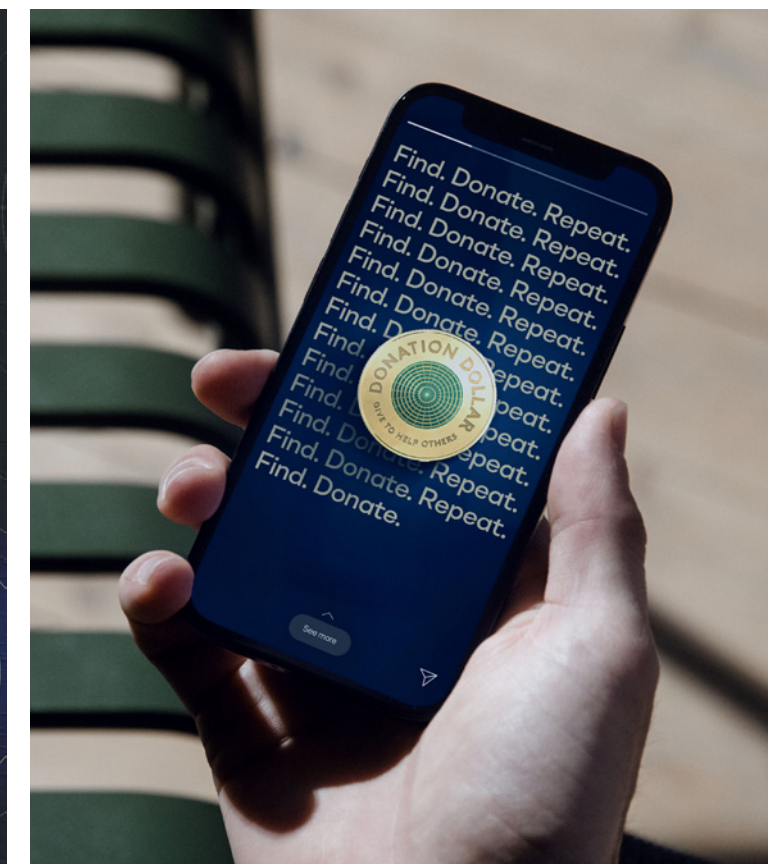
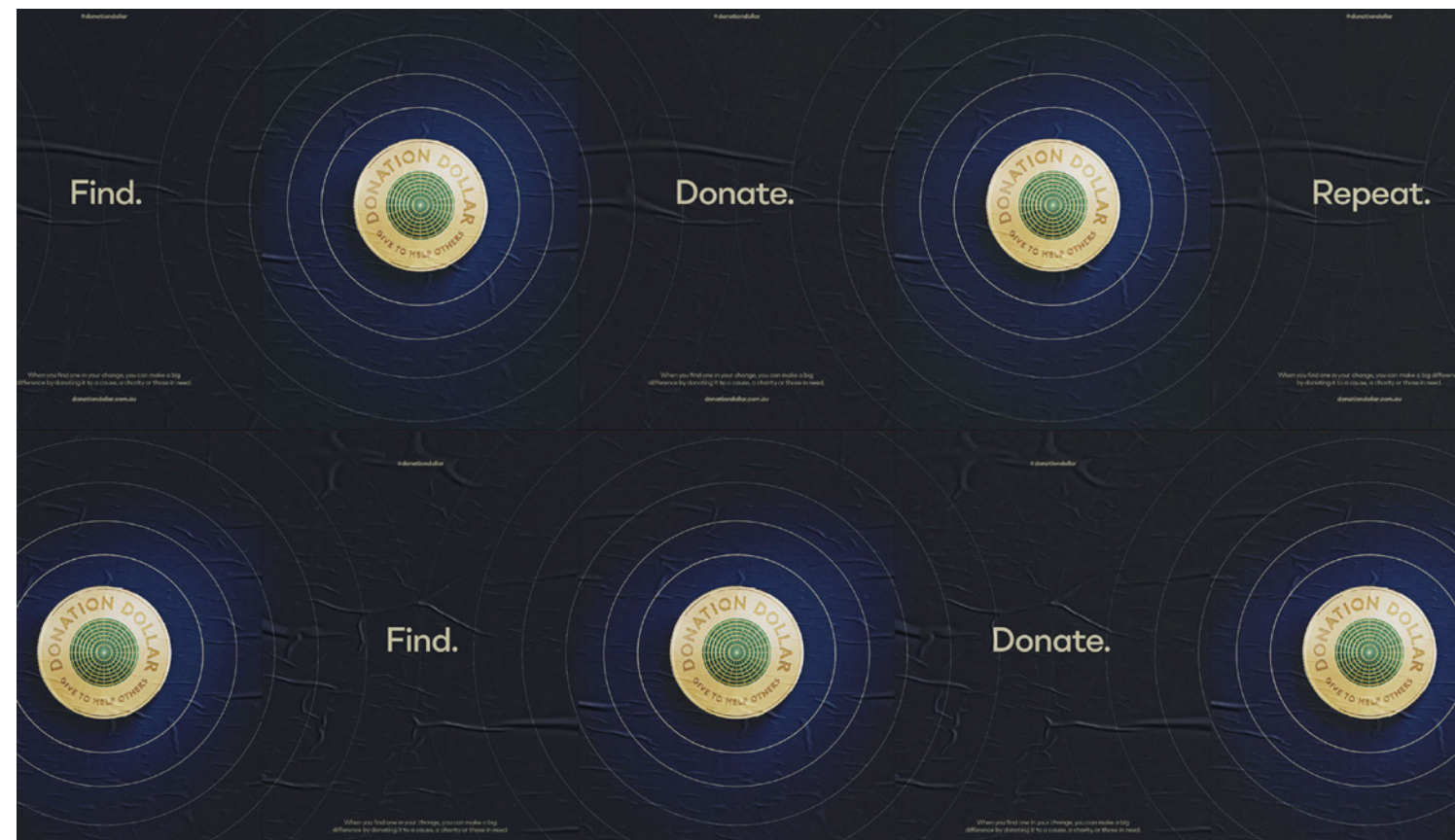
In late 2020, Donation Dollar, the world's first legal tender currency designed to be donated, not spent, was launched in Australia. Together with the Royal Australian Mint and the Australian Treasury; a campaign identity needed to be created to help elevate awareness and education around the Donation Dollar as they were released into circulation. As 25 million coins were minted for every Australian, the visual identity and language had to be accessible to the entire nation's population, whilst also remaining timeless as the coins' life cycle would last for decades to come.

The campaign identity focuses on the coin, and the golden ripples emanating from it; a symbol of the ongoing impact the Donation Dollar is having on the lives of those in need. The simplicity of the typography and messaging allows users of all ages and socioeconomic groups to engage easily.

The brand mark mimics the coin itself with the seven ripple design. The negative space suggests the coin is being donated and becomes an initialism of Donation Dollar. The logo mark became an adaptable and distinct icon for signage, advocate packs and PR assets associated with the launch of the coins.

Watch case study

- + Visual Identity
- + Design Direction
- + Creative Direction
- + Print and Digital Design
- + Website Design
- + Other Collateral



Made From Melbourne

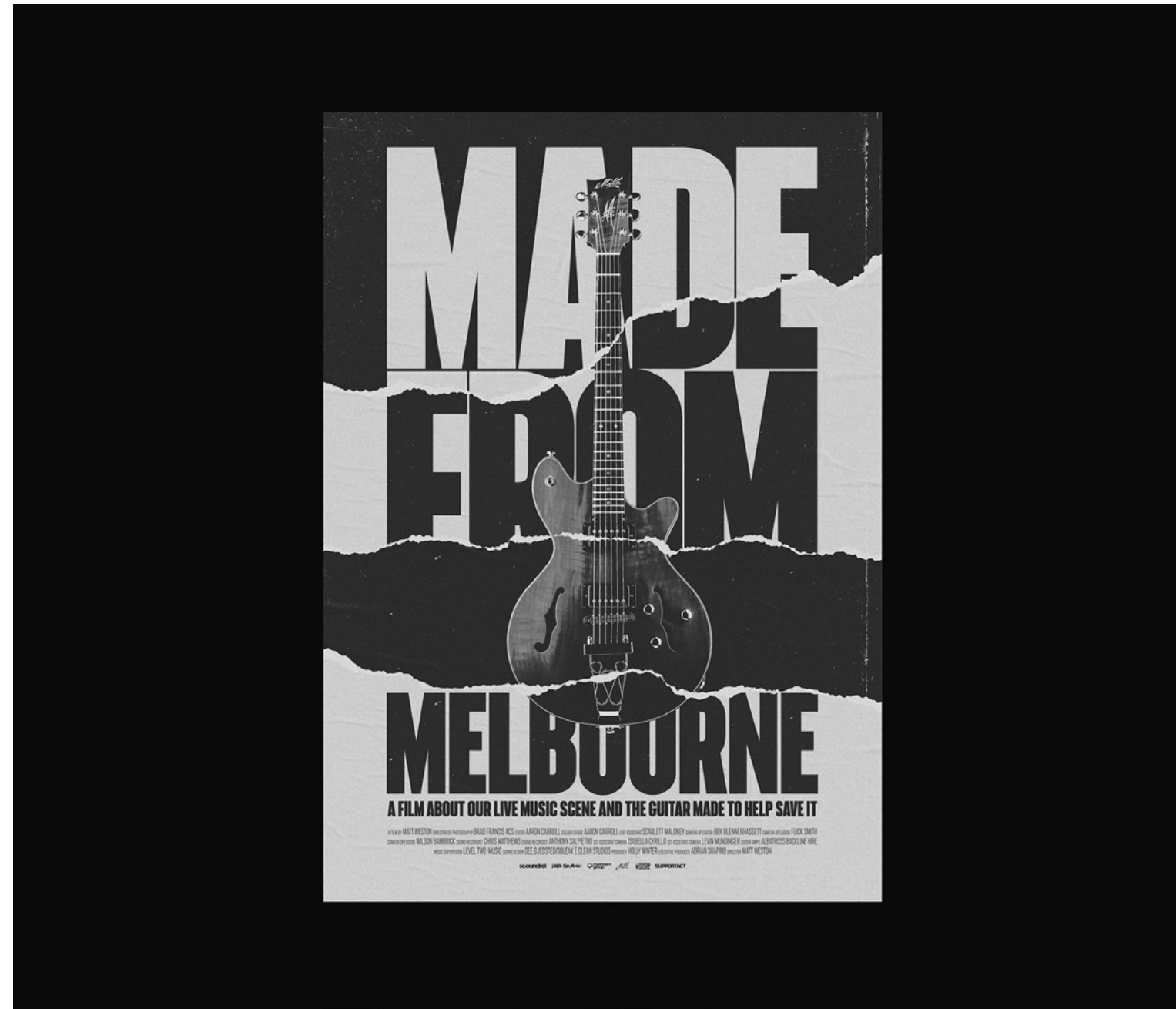
With the creation of a one-of-a-kind guitar made from timber taken from four of Melbourne's most iconic live music venues, a feature-length documentary 'Made From Melbourne' was launched.

The film celebrates Melbourne's live music scene and features the Maton MM300 guitar, built as an enduring symbol of the important role the live music venues played in fostering a once thriving music community.

A campaign identity needed to be created to help promote the film and capture the essence of Melbourne's underground music scene, the fight to save it and the story behind the making of the guitar.

[Watch case study](#)

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All It Takes – Médecins Sans Frontières

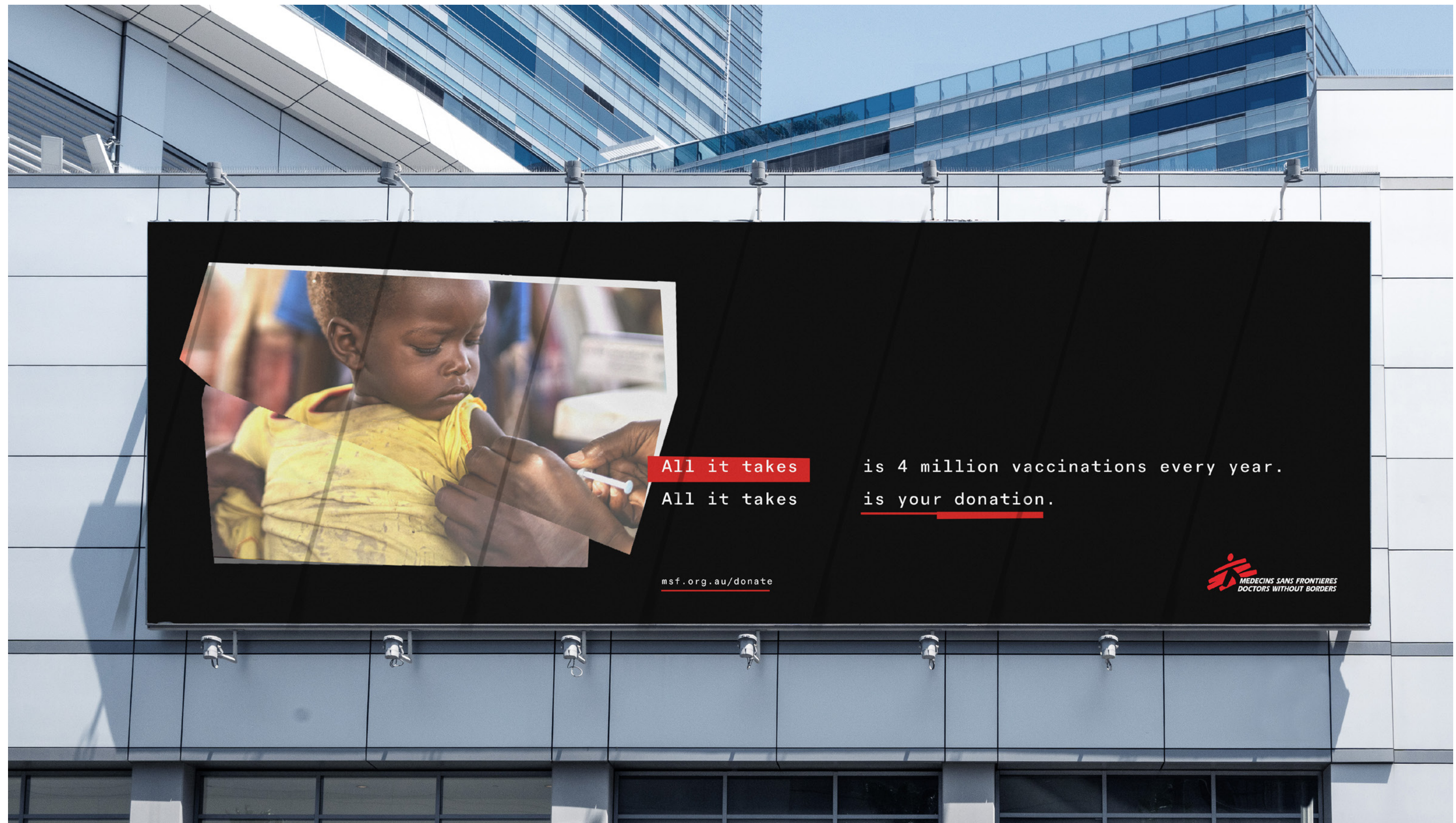
This brand platform aimed to raise awareness of the vital work undertaken by MSF delivering life-saving medical care and humanitarian support to people in conflict zones and other crises around the world.

The new platform helped MSF tell their story locally by shining a light on the strength and resilience of people caught in humanitarian crises.

Emmy Award winning designer and director Filipe Carvalho was commissioned to bring the campaign to life through an engaging 90 second film.

[Watch film](#)

- + Visual Identity
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- + Creative Direction
- + Print and Digital Design



Voting Matters – Victorian Electoral Commission

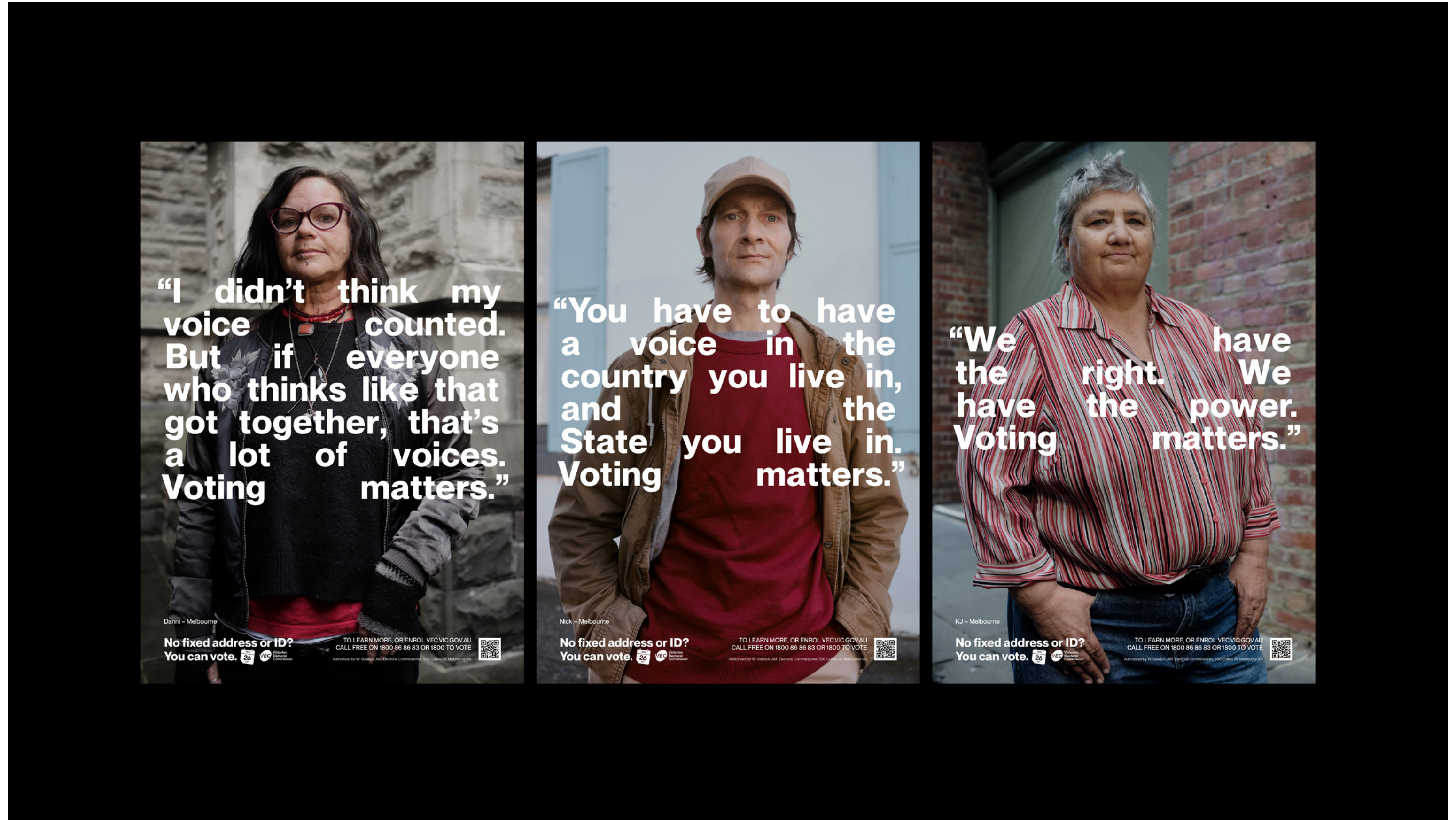
In collaboration with The Big Issue Australia, VEC asked Victorians with lived experience of homelessness to tell them why voting matters to them and why it's important to have a say.

The campaign aimed to encourage people experiencing homelessness to rethink their level of engagement and importance in electoral matters.

The messages highlighted the many positive benefits of voting and remaining engaged in democracy.

Leading up to the the State Election, a strong visual style for the campaign was developed that steered away from empathy and helplessness, and leaned into impact, resilience and hope.

- + Visual Identity
- + Design Direction
- + Creative Direction
- + Print Design



Reko x Heineken – Heineken 0.0

With the return of Formula 1® Grand Prix in 2022 a visual identity for the race was developed with main sponsors Heineken. Renowned First Nation's artist, Reko Rennie was commissioned to create artwork that celebrated Naarm (Melbourne) and Birrarung (Yarra River) and the twists and turns of the Albert Park racetrack.

The identity was featured throughout the city and the circuit, and was also part of a one of a kind racing helmet worn by Daniel Ricciardo. The helmet was auctioned off and all proceeds raised were given to the Red Cross to help aid the Queensland and Northern NSW flood victims.

- + Design Direction
- + Creative Direction
- + Print and Digital Design



