

# Matthew Volp

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I've spent my career across the full production pipeline—behind the camera, in the edit, in motion design, VFX and beyond, through to project management, workflow and the often messy operational work in between.

Six years of freelancing with some of the world's biggest agencies and brands taught me that owning every part of a one-person business—the workflow, the project management, the systems—matters as much as the creative itself. Tack Studio grew out of that work: a solo operation that became a small motion design studio, then pivoted in 2026 into a creative software development, building and selling the creative tools I'd spent my whole career wishing existed.

From there I moved into creative automation at DEPT®, where I manage a design team of three and work as part of the dev team behind Lightspeed—a proprietary platform that produces thousands of marketing assets at scale across social, display and print. I also consult on automation across the agency, diagnosing bottlenecks and rolling out workflows that free people up to do their best work.

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## PROFESSIONAL EXPERIENCE

### Senior Lead Creative Automation Designer

August 2024 – Present

DEPT®, Manchester/London

I lead the creative automation design team, turning brand identities and strategic goals into template-driven campaigns built in Figma and After Effects. Our work spans social, display, paid media and OOH at every stage of the funnel, and I shape the thinking as well as the build, so the assets perform and hit their targets. We operate at the intersection of advanced technical innovation and exceptional creative execution, passionately rejecting the idea that automated assets are destined to be repetitive, overly generic or uninspired.

### Founder

March 2022 – Present

Tack Studio, Manchester

What started in 2022 as a small motion design studio has grown into something bigger. In 2026 we relaunched as a creative software development studio dedicated to helping creators work smarter and faster.

### Head of Motion

March 2023 – September 2023

Flow Creative, Manchester

I led the motion design team—concepting, storyboarding and creatively directing projects from initial idea through to final delivery. I set the creative direction across the team's output, translating briefs into motion, and guided designers to raise the quality and consistency of the work.

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## EDUCATION

### Bachelor of Arts (Hons) Media Production

2010–2013

University of Lincoln

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## SKILLS

I've been daily-driving After Effects for the best part of two decades, with Figma not far behind. Illustrator, Premiere, Photoshop and Cavalry are all thrown in there too, for good measure. Creative processes and design systems are my jam, I'm obsessed with working efficiently and my attention to detail is quite literally unmatched. I can code as well as design, and have self-taught TypeScript, React, Rust and a bit of C++. I'm fluent in the AE scripting and Figma plugin APIs, and I even help maintain the official documentation.