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Matthew Powell

PROFILE: Skilled art director with design and production background, having over eleven years of experience in publishing, new media, corporate and agency environments. Brings a keen attention to detail, a solid understanding of the printing process, and all phases of print design and implementation. Excellent at managing and prioritizing multiple projects with tight deadlines, and equally comfortable on agency or client side.

EXPERIENCE:

2008 – PRESENT | ART DIRECTOR

Powell + Smith Creative., New York, NY

- Consulting on social media, design and strategy, and on- and off-line branding development
- Create custom photography that captures a clients unique character and culture.

2008 – 2008 | ART DIRECTOR

HNW, Inc., New York, NY Clients include Morgan Stanley and Lord Abbett

- Develop integrated marketing campaigns, direct mail, and print collateral for clients targeting high net worth segment
- Work with account team, strategist, copywriter, and creative director to create concept and pitch materials

2002 – 2008 | SENIOR GRAPHIC DESIGNER / ART DIRECTOR

Fulltime Consultant – Citigroup Inc., New York, NY

- Lead designer at in-house graphics studio providing conceptualization, design, and layout for various projects according to brand guidelines for printed, online, and video applications
- Develop campaigns for corporate meetings, events, incentive trips, and employee engagement / customer experience materials, including branded internal and external communications collateral
- Design intranet look and feel, brochures, agendas, flyers, newsletters, DM, and retail point-of-purchase materials
- Provide creative direction to Video Producer and Editor, ensuring consistency between video and graphics departments. Includes: selecting typography, color palette, music/sfx, imagery & graphics, and review of final edit
- Layout of a weekly, 30+ page company-wide publication, including managing edits from numerous contributors and editors, preparing proofs and delivering final files to printer
- Preparation of mechanicals, file troubleshooting, pre-flight, and resolving printing/output issues
- Manage roster of contract designers, animators, photo retouchers, and production artists to fulfill project demands

2000 – 2002 | PRINT PRODUCTION COORDINATOR AND PRODUCTION MANAGER

CMP Media, LLC, San Francisco, CA

DV magazine

Embedded Systems Programming magazine

Embedded Systems Conference

- Coordinate advertising and editorial page production from initial space reservation through shipping from printer
- Maintain scheduling and delivery of creative materials from sales staff, editors, print vendors, and over 100 advertisers per month
- Prepare, pre-flight, and correct layout files from in-house and outside vendors, including: troubleshooting, resolving cross-platform compatibility issues, color conversion and image retouching

1997 – PRESENT | FREELANCE ART DIRECTOR / GRAPHIC DESIGNER

Clients include: Coca-Cola, Walmart, Drury Design, Spark Productions, Brew Collective, KGIKD PR, Customer 1st Performance, LLC, Charles Gaylord & Co., Captaris MediaLinq, Long Island Theatre Co. and Discreet Logic

EDUCATION: 1996, Graduation with honors, Westview High School, Idaho Falls, ID.

Focus on journalism and visual arts

SOFTWARE: Proficient on Mac and PC in the following: Adobe InDesign, Photoshop, Lightroom, ImageReady, Illustrator, Acrobat, QuarkXPress, Painter, Flightcheck, Impoze (print imposition software), DreamWeaver, Microsoft Office, Keynote. Basic knowledge of Flash and HTML.

References available on request