



summary

As a creative professional with strong visual and interactive experience, I excel in providing efficient leadership through design direction, by ensuring meticulous project management, and by fostering dynamic relationships with teams and clients. I strive for new challenges and seek experiences that solicit inspiration and yield creativity.

capabilities

Interactive: Web Site Design, E-Commerce, User Interface Design, Information Architecture, Online Branding, Ad Placements, Email & Promotions, Interactive Flash Content & Animation

Brand: Print, Identity, Packaging, Collateral, Tradeshow Graphics, Advertising/Communications, Design Standards, Branding Strategies, Logo Design, Symbols / Iconography

skillset

Technical: PhotoShop, Illustrator, InDesign, Flash, Action Script, HTML, CSS, basic JavaScript, MS Office.

Design: Developed sense of typography, communication hierarchy, and editorial positioning for large brands across several mediums. Nine years of retail e-commerce expertise and interaction design. Photography art direction, model casting, and styling.

Managerial: Team-building and development, identification of goals and progress assessment, strategic planning, and compelling presentation of the creative vision.

education

California Polytechnic State University, San Luis Obispo
B.S. Applied Art & Design, Cum Laude
Concentration: Graphic Design

(References are available upon request)

experience

Benjamin Matthews Design, San Mateo, California
Principal

- » Graphic design studio with core competencies including interactive media, print, and identity systems
- » Diverse industry experience ranging from retail to hi-tech
- » Clients include: Asha Couture, Gap Inc., Gymboree, Bella Pictures, PacSun, Avenue A / Razorfish, Sares Regis

Avenue A / Razorfish, San Francisco, California
Contract Senior Art Director / 2007 - 2008

- » Accounts include: Nortel, Microsoft, EPRI

Silverlign Group, Inc., San Jose, California
Contract Art Director / 2007 - ongoing

- » Interactive and print for several accounts, including Levi's, Dockers, and Levi Strauss Signature

Liquid Agency, San Jose, California
Contract Art Director / 2008

- » Accounts include: Intel

Gap Inc., San Francisco, California
Art Director - Gap Inc. Business Direct / 2006

- » Lead the creative development of ads, direct mail, tradeshow displays, and websites for Gap Inc's corporate apparel and giftcard division
- » Established branding and process guidelines for the division consistent with Gap, Banana Republic, and Old Navy standards

Senior Graphic Designer - OldNavy.com / 2004-2006

- » Concept/designed creative for e-commerce site, establishing direction for seasonal campaigns, identities, emails, photography, sweepstakes, and print collateral
- » Strategized with senior management teams in merchandising, production, marketing, and creative to ensure the successful deployment of the brand's message
- » Ensured seamless integration of Old Navy brand creative with online media, including collaboration with outside agencies and vendors
- » Managed growth and development of junior designers
- » Art directed the email and customer acquisition campaigns of in-house design team

Other positions: Web Designer, Asst. Graphic Designer

USWeb/CKS, San Francisco, California
Design Intern / 1999

Designscape Media, Inc, San Francisco, California
Design Intern / 1998

Sperling Sampson West, San Francisco, California
Advertising Intern / 1996-97

benjamin matthews design

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