



MATT MADSEN

Graphic Designer / Art Director
303.803.2962

mattmadsendesign@gmail.com
mattmadsendesign.com

QUALIFICATIONS

Intrinsic creative talent of upstanding character, strong work ethic and keen eye to detail. Possesses background in drawing, photography, painting and printmaking. Specializes in branding, design and advertising. Creative leader and problem solver with outstanding time management skills and the highest standards of excellence in visual communication. Professional experience in print design, branding and web layout, producing projects from concept to completion. Experienced in managing multiple priorities and able to think creatively against aggressive deadlines. Expert knowledge of graphic design, print production and industry-standard software. Especially passionate about sports design and marketing.

EXPERIENCE

HILL COUNTRY BIBLE CHURCH AUSTIN

Senior Graphic Designer, June 2016 – Present

Provides exceptional graphic design for digital and print including mailers, bulletins, brochures, websites, social media, multimedia and other miscellaneous projects. Responsible for implementing and reinforcing brand consistency through a variety of channels. Guides and consults church-wide ministries on effective communication methods and produces multiple above-standard creative solutions.

KROENKE SPORTS & ENTERTAINMENT

Senior Graphic Designer, June 2014 – June 2016

Created a wide variety of unique, high-end, high-impact marketing pieces for the Outdoor Sportsman Group brand. Creative collateral included but was not limited to logos, print campaigns, email campaigns, industry-specific trade show materials, large format signage, social media graphics, digital banners, premiums and numerous custom design assets.

- Work was featured in industry-leading publications such as *Fly Fusion*, *Game & Fish*, *Outdoor Canada* and *Musky Hunter* magazines as well as in publications for the NFL's Tampa Bay Buccaneers and New York Football Giants

MATT MADSEN GRAPHIC DESIGN

Owner & Graphic Designer, Dec 2008 – Present

As a freelance graphic artist, I provide quality and efficient art direction, page layout, logo creation and fulfill other creative needs. Notable clients include Kroenke Sports & Entertainment, Oregon State University Football, ALG Attorneys, The Club at Hokuili'a, Valor Christian High School Athletics, University of Northern Colorado Athletics and Tony's Market.

WORLDVENTURE

Print & Messaging Project Manager, February 2010 – June 2014

The majority of my work at WorldVenture focused on corporate graphic and web design, mass and targeted HTML email messaging, corporate social media management and overall communication implementation. Responsible for the development and execution of marketing strategies consistent with corporate goals and objectives. Orchestrated and mentored production artists.

- Designed corporate visual identity and developed all associated collateral
- Increased company Facebook activity 4,281% over a four-month period
- Effectively streamlined and upgraded training materials to incorporate social media and digital communication strategies while also cutting production costs

BUDWEISER EVENTS CENTER

Graphic Design Intern, May 2008 – Nov 2008

At the Budweiser Events Center, I created promotional advertisements and miscellaneous print and web signage for a variety of events including concerts, sporting events and more.

- Branded advertising campaign and creative aesthetic for 2008 Larimer County Fair to an audience of over 280,000 in northern Colorado, one of the fastest growing regions in the U.S.

SKILLS/TECHNICAL

EXPERT KNOWLEDGE OF:

Mac & PC Operating Systems
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Acrobat
Adobe Bridge
Adobe Photoshop Lightroom
Wordpress
Microsoft Word
Microsoft Powerpoint
MailChimp

WORKING KNOWLEDGE OF:

Adobe After Effects
Adobe Dreamweaver
Final Cut Pro
Premiere Pro
Animation
Adobe Flash
HTML & CSS
XHTML
HTML5
JavaScript
Microsoft Excel
Quark
jQuery

EDUCATION

BFA Graphic Arts

University of Northern Colorado, 2008

Program GPA: 4.0
President, Graphic Design Club
Dean's List of Academic Distinction