

Matt McClendon

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PROFILE

20 years of creative design experience including print collateral, Web site design and implementation, advertising, brand identity systems, tradeshow booth design, product packaging, as well as CD packaging for the music industry. My work has been recognized by Graphic Design USA/American Graphic Design Awards, The Addys/ShowSouth & the Atlanta Marketer of the Year (AMY) Awards.

Agency-Side Brand Experience: The American Cancer Society, Cingular Wireless, Georgia State University, ING, Johnston & Murphy, Kodak, Mohawk Flooring, Neenah Paper, Nokia, TSYS, Manheim, Coca-Cola and UPS. **Client-Side Brand Experience:** University of Alabama at Birmingham (UAB) re-branding campaign.

An art direction/graphic design executive with strong creative and organizational skills, as well as the ability to motivate creative teams and manage projects from concepts through design and development of finished products. Outstanding interpersonal skills. Experienced in developing and managing budgets. Successfully realized dozens of successful major print/advertising/branding campaigns for national and international Fortune 500 companies, products and services.

EXPERIENCE

i'matt

Atlanta, Georgia
Owner/Art Director

(1994-1995, 2004-2007, March 2008 to present)

Worked as a freelance art director/designer/production consultant on and off since 1994. Handled every aspect of the client's projects including budgeting/estimating, concept, presentation, layout, prep, and production oversight. Blessed to have a credible list of very satisfied recurring clients.

Bright Impact

Atlanta, Georgia
Senior Designer

(2007- March 2008)

Develop projects from concept through execution for Fortune 500 and other recognized companies. Design corporate collateral, branding/rebranding systems, promotional materials, logos, identity systems, advertising, marketing campaigns and websites. Present design concepts and projects internally with team and externally with clients. Art direct photography shoots; press check all print materials. Manage freelancers and vendors.

Clients included:

- **ChoicePoint** (A leading provider of decision-making technology and information that helps reduce fraud and mitigate risk.)
- **Manheim** (The world's largest provider of vehicle remarketing services.)
- **Recall Corporation** (One of the world's largest document management companies.)
- **SITA** (The world's leading service provider of IT business solutions and communication services to the air transport industry.)
- **TSYS** (One of the world's largest providers of electronic payment services to financial institutions and companies.)

Sapient Corporation

Atlanta, Georgia
Senior Designer

(2000-2001)

Sapient Corporation provides Internet strategy consulting and end-to-end solutions supporting both established and startup companies.

Highlights:

- Designed and created comprehensive look and feel for several major e-commerce websites
- Managed and assigned work to a design team of 5 individuals
- Created and delivered client presentations
- Interacted directly with client on visual design

Web sites included:

UPS.com (The online site for the world's largest package delivery company and a leading global provider of specialized transportation and logistics services.)

ING-USA.com (A product services site for a Netherlands-based insurance, banking and asset management company.)

Cancer.org (The American Cancer Society, a nationwide, community-based voluntary health organization.)

Kodak Mainstreet (An interactive photo site for sharing photos and ordering prints and gifts.)

EM2Design

Atlanta, Georgia

Senior Designer/Art Director

(1995-2000, then I returned from 2001-2003)

Responsible for the concurrent design, management and production of print and web projects of varying scope, directing and supervising photographers, illustrators, vendors, typesetters and offset printers. In addition, designed all forms of identity and brand imaging projects for clients such as United Parcel Service (UPS), Georgia State University, Johnston & Murphy and Neenah Paper. Was also responsible for the overall computer operations including the planning of future purchases and daily maintenance and troubleshooting of existing equipment and software.

Morris & Fellows

Atlanta, Georgia

Production/Account Manager

(1993-1994)

Responsible for the production and art direction of various marketing and ad campaigns created especially for the shopping mall industry. Campaigns included brochures, ads, posters, kiosks, television commercials and radio spots. An international retail-based consulting and real estate services firm, Morris & Fellows worked with many of the largest and most well regarded development firms throughout the Western Hemisphere and America's best city governments on strategic planning and research, development and design planning, environmental graphics, merchandising, sales, leasing and marketing.

The University of Alabama at Birmingham (UAB)

Birmingham, Alabama

Production Manager/Graphic Designer : Creative Services Department

(1988-1993)

The Creative Services Department was, and still is, is UAB's full-service marketing communications agency, graphic design firm, and publishing house all in one. The university consists of well more than 20,000 employees, hundreds of departments, and many different levels of communication. My duties included:

- The daily production management, reporting and organization of well more than 100 in-house design projects (billboards, brochures, catalogs, comprehensive advertising and marketing campaigns, displays, flyers, graphic identities, magazines and newsletters, newspaper and magazine ads, posters)
- The estimating of internal design/writing/production time, as well as any external costs related to the individual projects
- Managed and assigned work to a design, writing and photographic team consisting of 8 individuals
- Created and delivered client presentations
- The overall computer operations including the planning of future purchases and daily maintenance and troubleshooting of existing equipment and software.

SKILLS

- Graphic Design: print design, web design, packaging design, tradeshow display design, typography, art direction of photographers and illustrators, client presentations, pre-press and press supervision
- Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe ImageReady, Adobe Acrobat, QuarkXpress, Macromedia Fireworks, Suitcase, Linotype Font Explorer X, Dreamweaver, MS Word, MS Excel, MS PowerPoint, Fetch, Stuffit Suite.
- Hardware: Macintosh computers, flatbed scanners, printers and digital cameras
- General: Highly creative, detail oriented, creative problem solver, and determined self-starter.

EDUCATION

Although I attended college, I consider what I learn everyday in my life and in my work much more valuable than what I ever learned in the classroom.

The University of Alabama at Birmingham, Birmingham, Alabama (Business studies)

Jefferson State Junior College, Birmingham, Alabama (Architecture and Interior Design)

Bellarmine College, Louisville, Kentucky (Accounting)

PROFESSIONAL AFFILIATIONS

I am a current member of AIGA, as well as a 5-year voting member of NARAS (The National Academy of Recording Arts & Sciences). NARAS is known more commonly as "The Grammy's."