

MATTHEW RICHARDSON

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EXPERIENCE

CARTOON NETWORK / Freelance Digital Animation & Design / June 2007 - Present

Designs online promotions by creating new mini-sites and ad media for Cartoon Network's partner clients. Works with clients including Adult Swim, Sony, Nerf, Dreamworks, New Era, Corn Pops, Burger King, Verizon, NBA All-Stars, and Mattel.

BLUE SKY AGENCY / Art Director / June 2008 - November 2013

Responsible for conceiving and designing new campaigns, print design and production, ad media and web concepts and integration for agency clients and new business. Successfully sold multiple campaigns for major accounts including TBS, TNT, the Atlanta Hawks NBA team, the Atlanta Thrashers NHL team, the Woodruff Arts Center, Turner Network Sales and the rebranding identity for Blue Sky Agency.

CURRENT / Freelance Social + Digital Design / November 2012 - Present

Designs various social media promotions and imagery for Current's client presence on Facebook, as well as occasional print projects and upfront web design. My work has included brands such as Hidden Valley, Quaker, Oxy, The James Hotel, and Liquid Plumr.

ACADEMY OF ART UNIVERSITY / Instructor / September 2012 - September 2013

As a part-time employee, I taught design, typography, art direction and design software to new students at AAU.

CARTOON NETWORK / Creative Design Internship / June 2007 - August 2007

Assisted the graphic design department by designing promotional items, internal presentations, outdoor banners, the web site layout for their international image interchange, direct mail packaging, and character icons for Xbox interaction and game play.

THE MARKO GROUP ADVERTISING / Creative Design Internship / Summer 2006

Assisted the senior graphic designer by retouching images, setting up InDesign layouts and developing additional creative designs to propose to clients.

SKILLS

PROFICIENT IN:

- Photoshop CS6
- Illustrator CS6
- InDesign CS6
- Flash CS6
- Microsoft Office
- Logic Pro X

WORKING KNOWLEDGE OF:

- After Effects
- Dreamweaver
- Wordpress
- CSS

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

BFA Advertising Design
March 2008
4.0 Major GPA

AWARDS

- The Advertising Design Outstanding Achievement Award (SCAD 2008)
- Best of Show Savannah Addy Award for NSAC Coca-Cola campaign (2008)
- SCADDY Advertising award nominee (2008)
- Scad Dean's List (2005-2008)
- Member of regional 1st place NSAC team and national finalist (2007)
- SCAD Sean Moran Memorial Scholarship for Portfolio + Essay Submission (2006)

