

Brian Matney

Graphic Designer/Art Director

423.645.4098

brianmatney@gmail.com

linkedin.com/in/brianmatney

Highly motivated, creative and detail-oriented designer who works well independently or as part of a design team.

Strong background in print media, branding and corporate identity, website management, email and internet advertising campaigns and much more.

Ability to multi-task, work quickly and effectively, and consistently meet deadlines. Passionate and dependable.

PROFESSIONAL EXPERIENCE

Graphic Designer/Marketing Communications Specialist

Clarity, a division of Plantronics, Inc., May 2008—Present

- Provided a wide range of marketing materials to the sales and marketing team as the sole in-house graphic designer
- Created all collateral materials associated with our entire line of products including packaging, photography, sell sheets and user guides
- Led a team of web designers in building a new company website and shopping cart
- Managed and maintained the website, regularly creating web ads and online sales promotions
- Worked with a variety of distributors and vendors on ad campaigns, store displays and collateral materials
- Rebranded the corporate identity and set up style guides of graphical standards for our brands
- Directed photo shoots and edited stock photography

Graphic Designer (Volunteer)

U.S. Space & Rocket Center/Space Camp, January 2014—Present

- Designed logo, print collateral and online ads for a fundraiser to acquire a new museum artifact (Shuttle Training Aircraft)
- Designed a slew of materials for the annual Summerfest events, including logos, banners, posters, concert stage graphics, signage, newsletters, t-shirts and digital billboards

REFERENCES

Karen Windham

twindham@comcast.net
423.304.3059

John Ramsey

john.s.ramsey@nasa.gov
205.999.6768

Amber Williams

amberw@spacecamp.com
256.679.9465

SKILLS

Adobe Creative Suite

Solid background in digital & print design

HTML, website design and management

Web and email advertising

Basic video and sound editing

Detail oriented and highly creative

Fast turnaround for meeting deadlines

Reliable and dependable

HIGHLIGHTS

Saved Clarity over \$50,000 in web design costs by leveraging technology already developed during the Plantronics website redesign

Replaced the round-robin system of fulfilment in our online store with a direct distribution system, **increasing our bottom line in web sales**

Greatly reduced the cost of packaging our products by designing a system of interchangeable boxes with beauty labels

Won the Pinnacle Award for marketing collateral I developed for the Space Camp STA Fundraiser

EDUCATION

Bachelor of Fine Art, Graphic Design

Savannah College of Art & Design

Savannah, Georgia

Minor in Computer Art & Animation

Certificate of Graphic Arts

Harrison Bay Vocational Center

Ooltewah, Tennessee