**Matthew A. Brown**

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Results-driven Creative Thinker

**Leverage background in multiple industries, utilizing a multitude of mediums to lead a creative team who will learn, grow and cultivate an environment of productivity, creativity and comradery.**

With 20 plus years of experience, working in multiple different industries for a wide variety of clients, both large and small, I’ve become a problem solver with a proven track record of finding solutions to problems or just a better way of doing things.

I’m an encourager, a teacher, a coach and a skilled team leader. Helping people grow in their strengths while encouraging them to develop their weaknesses is part of what makes me tick.

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| --- | --- | --- | --- |
| **Team Leadership** | **Strategic Planning** | **Resource Allocation** | |
| **Brand Management** | **Vendor Relations** | **Training/Staff Development** | |
| **Art/Creative Direction** | **UX Design** | | **HTML5/CSS3** |

**Professional Experience**

**Creative Director** 2010 to 2018

Visual Communications Group Eagan, MN

* Successful in conceiving and designing website service program that would allow customers to customize templated websites by editing dynamically generated stylesheets. Dramatically expanding the product offering available to customers.
* Architected and worked closely with Development to implement an online portal that allows customers to manage every element of their SaaS software package.
* Redesigned signsearch.com, an online search directory dedicated to the Sign and Graphics industry. Greatly improved the user interface and added additional functionality to further enhance the customer experience.
* Managed all aspects of the companies re-branding efforts, including corporate website, intra-net, customer facing knowledge base, logo, and all printed collateral.

**Supervising Art Director** 2005 to 2010

Staples Promotional Products Overland Park, KS

* Achieved the 2007 and 2008 GDUSA Award, Internal Campaign.
* Manage a team of award winning Art Directors, providing design direction, coaching and HTML and CSS training, while providing Web support for the Design Teams in two other locations.
* Successful in generating $40 million in additional business through collaborating efforts with e-Commerce IT group to expand proprietary e-store platform with the development of new functionality.
* Saved $4,500 in costs to a client by eliminating printed price list/order forms and created a downloadable from their promotional products e-store which reflected two different prices.

**Art Director** 2002 to 2003

Shoup Design McHenry, MD

* Devised and applied a traffic system to facilitate project tracking.
* Constructed a company website while managing, training and mentoring younger designers.

**Senior Graphic Designer** 2000 to 2001

Marketing General, Inc. Alexandria, VA

* Orchestrated the purchase of a shared server to house all work in one central location.
* Implemented and maintained a backup system to prevent loss of files.
* Produced materials for RFPs that won roughly $5 Million in new business over two years.

**Art Director/Graphic Designer** 1997 to 2000

Drexel Heritage Furnishings, Inc. Drexel, NC

* Coordinated the purchase of a Color Laser Copier to bring the production of wrap-up market prints in-house, saving the company an estimated $120,000 per year.
* Streamlined the creation of furniture price lists which resulted in a 40% reduction in production time.
* Conceptualized a series of Nationally placed magazine advertisements, which strengthened brand identity and helped increase sales of a lagging upholstery line 30% over the previous three years.

**Additional Experience**

* Owner, Walnut Ridge Bed & Breakfast, Grantsville, MD, 2001 to 2004.
* Associate Art Director, Mall Advocate, Chapel Hill, NC, 1995 to 1997.
* Corporal, United States Marine Corps, Camp Lejeune, NC, 1990 to 1994.
* Served in Operation Desert Shield and Desert Storm in Saudi Arabia and Kuwait
* Served in Operation Restore Hope in Somalia
* Awards: Letter of Commendation; Combat Action Ribbon; Joint Meritorious Unit Award; Navy Unit Commendation Ribbon; Marine Corp Good Conduct Medal; National Defense Service Medal; Humanitarian Service Medal; Armed Forces Expeditionary Medal; Southwest Asia Service Medal; Sea Service Deployment Ribbon (3); Kuwait Liberation Medal