

# MATTHEW RICHARDSON

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## EXPERIENCE

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### **BLUE SKY AGENCY / Art Director / 2008 - 2013, 2020 - Present**

As an Art Director, I am responsible for designing new campaign concepts, ad media and web layouts for agency clients and new business. I 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.

### **DESIGNITY / Freelance Creative Director / 2019 - 2020**

As a contract Creative Director for Designity, I lead designers while working directly with clients to manage expectations, manage project timelines, and ensure that quality designs are delivered on time. Projects with Designity range from web design, branding, digital media, to full scale campaigns.

### **CARTOON NETWORK / Freelance Digital Animation & Design / 2013 - Present**

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

### **CSE | HOTOHOUSE | BLUE SKY / Freelance Art Director / 2014 - Present**

As a freelance Art Director, I've continued working with multiple ad agencies over the years including my previous employer Blue Sky. My strengths are in concept and key art development, branding, campaign design and digital design.

### **CURRENT / Freelance Social + Digital Design / 2012 - 2018**

I designed 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 / 2012 - 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 / 2007**

I 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.

## SKILLS

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### **PROFICIENT IN:**

- Photoshop CC
- Illustrator CC
- InDesign CC
- Adobe Premiere CC
- Adobe Animate CC
- Microsoft Office
- Logic Pro X

### **WORKING KNOWLEDGE OF:**

- After Effects
- Dreamweaver
- Wordpress
- CSS

## EDUCATION

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### **SAVANNAH COLLEGE OF ART AND DESIGN**

BFA Advertising Design  
March 2008  
4.0 Major GPA

## AWARDS

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- 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)