

MATT FREDEN

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Profile

Lead designer, lead illustrator, and project manager with 5 years of branding, advertising, print design, and illustration experience.

Professional Experience

Precision Graphics Services, Inc.

Designer / Illustrator

2004 / Present

Lead Designer

- Manages direction of design department and is direct contact for clients
- Successfully developed Precision Graphics re-branding and spearheaded an improved marketing portfolio for the entire company, including a new marketing direction. Designs include postcards, CD layouts, an updated and improved portfolio booklet, and designs for a new Precision Graphics website
- Strong focus on corporate identity packages and logo development

Designer

- Works as a team and individually in the design department
- Developed full corporate identity packages including branding and web design for Precision Graphics, University of Illinois, Krannert, and many local businesses, as well as small nonprofit groups
- Designed postcard campaigns, including supervision of photo shoots
- Produced two full years of promotional design work for the University of Illinois, College Of Fine and Applied Art's, and Sinfonia da Camera. These designs have also been used on mailers to over five thousand University of Illinois residents and as promotion in Chicago
- Created cover art design and marketing materials for child psychology book

Lead Illustrator

- Controlled the overall scope of projects while managing a team of illustrators
- Corresponded directly with clients to achieve desired direction for their job
- Created illustrations that fulfilled the clients requirements

Illustrator

- Collaborated as a team member and illustrated as lead artist on published textbook illustrations for companies such as Barnes and Noble, McGraw-Hill Education, and Pearson Education
- Modernized outdated illustrations to function for the present
- Created a wide variety of illustrations for college level textbooks in fields such as biology, astronomy, chemistry, and medical
- Improved clients' style sheets to maintain a unified look

Professional Activities

- Freelance design and marketing material for individually owned businesses such as Seed House Design, Analog Outfitters, and Whitlock Plumbing
- Designed promotional material for Earthday awareness at Parkland College
- Created tour shirt designs for RCA recording artist HUM
- Shared in organization and opening of the BeeMi Gallery in Champaign, Illinois
- Displayed personal artwork in mediums of pen and ink, acrylic, and digital at BeeMi Gallery
- Received David & Shirley Jones Student Art Award at Parkland College

Education

Parkland College, Champaign, Illinois — Associates Degree in Graphic Design, 2002–2004

Blue Ridge High School, Farmer City, Illinois, 1994–1998

Computer Skills

Mac/PC Platforms; Adobe Creative Suite 4 Photoshop, Illustrator, InDesign, Adobe Acrobat; Dreamweaver; QuarkXpress; Microsoft Office Word, PowerPoint, Excel.

References

References available upon request