

# Matt Cannon

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## Summary

It might seem peculiar that I get excited thinking about colors, typography, brands, music and magic but my passion for all aspects of graphic design and creativity has remained strong throughout my life and 10+ year career.

My background includes corporate, agency and freelance graphic design experience, with a history of leading digital/print projects to acclaimed completion. I have worked on nationwide and international marketing, advertising, product launch and image campaigns for global brands, startups and a wide range of mid-size businesses.

Highlights of my design skills include Digital, Print, Mobile, Web, UX/UI, Brand Identity and Typography. I am backed by a BA in Business Management from CUNY Brooklyn and proficiencies in Sketch, Figma Photoshop, Illustrator, Indesign, Wix, Zeplin, WordPress, Powerpoint, Keynote, and more. Dedicated to bringing brands new life, my key focus is to exceed expectations. I enjoy collaborating with clients, creative teams, and production professionals to deliver design solutions propelling web traffic, social media engagement, response rates, and customer-acquisition results.

## Experience

### Graphic Designer

#### Upwork

Feb 2021 - Present (1 year 3 months +)

Manage and lead clients, creatives and development teams. Guide creative marketing efforts. Design and establish new brand identity. Design banner ads, magazine ads, web ads and slides, infographics, and print ads using Figma, Sketch, Adobe Photoshop, Lightroom, Illustrator, Indesign, etc. Design social media ads for Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage online communities and social media accounts. Creating advertising campaigns. Establishing strong client relations.

### Digital Art Director

#### Magicians Without Borders

Feb 2020 - Present (2 years 3 months +)

Manage and lead creative and development teams. Guide creative marketing efforts. Design and establish new brand identity. 501C(3) Non-profit. Design banner ads, magazine ads, web ads and slides, infographics, and print ads using Adobe Photoshop, Lightroom, Illustrator, XD, and InDesign. Design social media ads for Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain

presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage online communities and social media accounts.

## **Digital Art Director**

SS+K

Mar 2015 - Sep 2019 (4 years 7 months)

Brainstorm, sketch and drafting concepts for logos/brand identity for high end clients/high rise building complexes. Design banner ads, magazine ads, web ads and slides, infographics, and print ads using Adobe Photoshop, Lightroom, Illustrator, XD, and InDesign. Design social media ads for Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage online communities and social media accounts. Conduct in-depth website analysis and research on a variety of industries. Compose original, compelling web content, blog articles, press releases, news articles, print ads, and online advertisements with an emphasis on Search Engine Optimization. Edit content for quality control.



## **Digital Art Director**

Seagate Technology

Jan 2014 - Sep 2019 (5 years 9 months)

Design various assets for major retail stores, digital advertisements, print advertisements, trade shows, website composites. Design banner ads, magazine ads, web ads and slides, infographics, and print ads using Adobe Photoshop, Lightroom, Illustrator, XD, and InDesign. Design social media ads for Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage online communities and social media accounts. Conduct in-depth website analysis and research on a variety of industries. Compose original, compelling web content, blog articles, press releases, news articles, print ads, and online advertisements with an emphasis on Search Engine Optimization. Edit content for quality control.



## **Digital Art Director**

Veterans First Mortgage

Dec 2013 - Apr 2018 (4 years 5 months)

Manage Design and Marketing Departments. Design banner ads, magazine ads, web ads and slides, and print ads using Adobe Photoshop, Lightroom, Illustrator, and InDesign. Design social media ads for Facebook, Twitter, LinkedIn, and Instagram to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Consult with clients and conduct in-depth website analysis and research on a variety of industries. Compose original, compelling website copy, blog articles, press releases, and news articles, print ads, and online advertisements with an emphasis on Search Engine Optimization. Edit content for quality control.



## **Article Columnist**

Works Design Group

Feb 2013 - Oct 2017 (4 years 9 months)

Conduct in-depth website analysis and research on a variety of industries and topics to create unique, compelling content for press releases, articles, and blog posts. Edit content for quality control.



## **UI/UX Designer**

Worry Free Labs (PointClear Solutions)

Nov 2010 - Jun 2015 (4 years 8 months)

Guide creative marketing efforts. Design and establish new brand identity. Implement and maintain new brand identity across international channels, including print materials, digital banners, flyers, postcards, infographics, animated GIFs, illustrations, emails, Wix websites, Snapchat geofilters, social media content, and digital, print, and newspaper ads. Build and maintain presentations and RFP and RFI proposals.



## **Advisory Board Member/Freelance Writer**

GraphicDesign.com

2011 - 2015 (5 years)

Conducting in-depth research on a variety of Graphic Design topics to compose original and compelling articles. Member of the Advisory Board.

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## **Co-Owner/Designer**

AudioLogic Group

Jun 2007 - Jun 2014 (7 years 1 month)

Acquire new clients. Design banner ads, magazine ads, web ads and slides, and print ads using Adobe Photoshop, Lightroom, Illustrator, and InDesign. Design social media ads for Facebook, Twitter, LinkedIn, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage various online communities and social media accounts. Complete all bookkeeping and payroll tasks, including A/P and A/R. Consult with clients and conduct in-depth website analysis and research on a variety of industries. Compose original, compelling website copy, blog articles, press releases, and news articles, print ads, and online advertisements with an emphasis on Search Engine Optimization. Edit content for quality control.



## **Freelance Graphic Designer**

McGraw Hill

Sep 2010 - Feb 2014 (3 years 6 months)

Web related design composites for GradeGuru, a McGraw-Hill Education start up



## **Graphic Designer**

Brand Knew

Apr 2012 - Jan 2014 (1 year 10 months)

Guide creative marketing efforts. Design and establish new brand identity. Implement and maintain new brand identity across international channels, including print materials, digital banners, flyers, postcards, infographics, animated GIFs, illustrations, emails, Wix websites, Snapchat geofilters, social media content, and digital, print, and newspaper ads. Build and maintain presentations and RFP and RFI proposals.



## **Senior Creative Director**

Revolution Digital

Oct 2011 - Dec 2013 (2 years 3 months)

Brainstorming/designing extended digital content and ad campaigns for high end clients. Leading and Managing a 20+ people team of Designers and Developers.



## **Lead Mobile Designer**

Zappos Family of Companies

Nov 2011 - Aug 2012 (10 months)

Implement and maintain brand identity, unique user experience items and mobile applications. Solve current conversion issues, identify weak links in the UI.

## **Graphic Designer**

Dimension Lab, Inc.

Dec 2006 - Nov 2007 (1 year)

Mentorship with Jason Longworth, digital photography, retouch for various products, marketing/ Advertising design layouts. Design banner ads, magazine ads, web ads and slides, infographics, and print ads using Adobe Photoshop, Lightroom, Illustrator, XD, and InDesign. Design social media ads for Facebook, Twitter, Instagram, LinkedIn, Snapchat, and Pandora to meet strict guidelines for each social media site. Create logos and edit photography. Build and maintain presentations through Keynote, SharePoint, and PowerPoint. Create and edit pages and blog posts within WordPress. Build and manage online communities and social media accounts. Conduct in-depth website analysis and research on a variety of industries. Compose original, compelling web content, blog articles, press releases, news articles, print ads, and online advertisements with an emphasis on Search Engine Optimization. Edit content for quality control.



## **Buyer Assistant**

Active Ride Shop

Aug 2005 - Nov 2006 (1 year 4 months)

Managing operations at the Active Ride Shop Distribution Warehouse. Identifying inaccuracies and coordinate an effective plan in problem solving for faster and accurate processing. Provided high-level administrative support to Senior Buyer to leading extreme sports Retail Company. Recorded accurate data and updated vendor purchase orders into the company database for Senior Buyers. Demonstrated effective time management by processing orders in advance and successfully distributing product from vendors to 20+ retail stores.

## **Samples Coordinator**

Access Group Southern California

Feb 2004 - Jul 2005 (1 year 6 months)

Maintain sample inventory for all manufacturers' lines such as Chicopee, Cellucap, Fabri-Kal, Poly King, National Checking Company, Placon, AEP etc. Responsible for the organization and setup of trade shows. Communicated and visited with customers for any sample related issues. Shadow Sales Representatives to various foodservice customer sites such as Sysco, US Foodservice, Jacmar Food Service Distribution, Restaurant Depot, etc. Responsible for assisting in various office tasks such as:

answering phones, filing documents, data entry, creating job posts, reviewing applications/resumes, interviewing applicants and training and managing additional Sample Coordinators.

## Education



### Brooklyn College

Bachelors, Business Management

2008 - 2010



### Citrus College

Associates

2006 - 2007

## Skills

Graphic Design • Art Direction • Web Design • SEO • Logo Design • Online Advertising • Web Development • Layout • Graphics • Corporate Identity