

# MATT SIMPSON

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## relevant experience

CONTRACT DESIGNER 2009 - Present

Covalece MBC | Website / Print / Concept

- | Creation of advertising and marketing print solutions for local and nationwide businesses
- | Development and finalization of product packaging and trade show graphics
- | Active development and layout of websites to ensure readability and growth of brand
- | Major role in the strategic conception and direction of the creative

GRAPHIC DESIGNER 2009 - 2009

Sunday Paper / halffoffdepot.com | Print Publication / Ecommerce

- | Designed layouts for the weekly publication
- | Created ads from client direction and own creative direction
- | Assistance with Half Off Depot related design projects

CREATIVE DIRECTOR / EDITOR 2007 - 2009

Planet Weekly | Print Publication

- | Worked with all visual creative content to produce the publication bi-weekly
- | Assisted in creative direction and planning of the publication
- | Editing of content substance and readability for the desired target
- | Complete redesign and reimagining of the publication to boost growth and readership

OWNER / DESIGNER / ADMINISTRATOR 2001 - 2007

Cross My Heart With A Knife | Online Publication

- | Creation of the only online resource for the genre specific music
- | Development, coding and design of the website through two different layouts
- | Creative writing, review and news contributor
- | Creation and maintenance of business relationships with bands and record labels
- | Editing and production of video features
- | Maintain website hosting for band and record label websites

FREELANCE DESIGNER 1999 - Present

Website / Print / Concept

- | Creative concept development based on client specific vision and personal vision
- | Extensive website creation including coding and design
- | Advertising, branding and promotional material development and creation for business and entertainment clients
- | Merchandise design for bands and record labels including, shirts, buttons, patches and posters

## education

UNIVERSITY OF ALABAMA | Tuscaloosa Alabama

Bachelor of Arts in Advertising | Computer Technology Minor

SHELTON STATE | Tuscaloosa Alabama

Associate in Science | Computer Science Core

## computer knowledge

Skills in | Photoshop, InDesign, Illustrator, Flash, Dreamweaver, Premiere, Paint Shop Pro, Homesite, Font Creator, Microsoft Office suite, PC operating system, Mac operating system

XHTML, HTML, CSS, JavaScript, search engine optimization, database research

[ Monetary expectation: \$30,000 - \$45,000 / year | \$20 - \$30 / hour ]