

Matt Ivan

Portfolio: www.ivandesigns.com

 matt@ivandesigns.com

 Salt Lake City, UT

Skills



■ Print, digital, and web design. Photography, video, and animation. Social media and email marketing.

■ Branding, marketing, production and project management roles. Mentored and managed various designers.

■ Conceptualizing, filming and editing of marketing and brand awareness videos. Animated videos with After Effects.

■ Experienced in typography, color theory, and drawing. Expertise in Adobe Creative Suite, including Illustrator, InDesign, Photoshop, Lightroom, and Premiere.

Summary



Sr. Graphic Designer with over 15 years of experience, including 7 years in various marketing teams. Wide range of design expertise as well as photography, video, and animation skills. Led multiple successful rebrands and marketing campaigns. Hired, mentored, and managed various designers.

SENIOR GRAPHIC DESIGNER | March 2017 – Present
[Allergy Research Group](#) | Salt Lake City, UT

- Established company-wide advertising rebrand and formulated new brand guideline document.
- Interviewed, hired, and manage production designers, ensuring everything we create is on-brand. Provide style/design recommendations, training, and mentoring of team members.
- Rebranded company product catalog. Managed the entire project among various contributors in the marketing team, including content creation, design, and editing.
- Management and design of various digital campaigns including targeted paid social media ads, new product launches, marketing emails, as well as digital and published print ads in industry journals and magazines.
- Executed product launch campaign, with advertising across multiple print and digital channels, for a new line of professional probiotics.
- Work closely with Project Manager to keep track of deadlines for online marketing and print advertising to ensure the marketing and sales goals are met.

GRAPHIC DESIGNER AND MULTIMEDIA SPECIALIST | Nov. 2014 – March 2017
[The Tech Interactive](#) | San Jose, CA

- Designer for in-house marketing team which handled all design, video, photography, social media, and public relations for the museum.
- Led rebranding of various outdated exhibits and wayfinding assets throughout the museum.
- In-house photography: Professional photography of special events and museum activities. Images used across various marketing channels. Researched and deployed image library solution for managing, tagging, and easily accessing over 10,000 in-house photos.
- Video creation: Conceptualized, created, and edited videos for social media and website use.
- Worked directly with various departments, including exhibits, IMAX, development, operations, events, and education.

OWNER | 2014 – Present
[Plating Pixels](#) | www.platingpixels.com

- Started a recipe and food blog which now has more than 300 recipes and receives over 75,000 monthly visitors, with more than 4 million page views to date.
- Manage all aspects of the business from brand outreach and lead generation, budgeting, food photography, video, social media marketing, email marketing, SEO, and content creation. Grew Pinterest account to over 16,000 followers.
- Have worked with dozens of brands including Kikkoman, Campbell's Soup, Goldfish Crackers, Michelob, Seagram's, Barilla, Mann's Produce, Mazola, and Udi's Gluten-Free on various photoshoots, recipe development, and marketing campaigns.

GRAPHIC DESIGNER/PRODUCTION MANAGER | Aug. 2005 – Nov. 2014
[Minuteman Press](#) | Mountain View, CA

- Developed diverse graphics, from concept and design to final production and output, for a wide range of companies in high-tech, service, and retail industries.
- Production Manager responsibilities: Managed design and production crew, implementing systematic scheduling to ensure profitable and on-time output of projects.

Education



BACHELOR OF ARTS: GRAPHIC DESIGN

Minor: Art History
San Jose State University, 2012.

PROFESSIONAL DEVELOPMENT:

- User Experience: The Ultimate Guide to Usability (Online Certification)
- Human-Computer Interaction/ Mobile Prototyping, University of CA, San Diego (Online)
- Food photography, writing and social media for personal food blog at www.platingpixels.com

