

MATT FREDEN

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Profile

Highly creative and detail-oriented lead designer, lead illustrator, and project manager with 7 years of professional experience. Expertise ranging from corporate identity design, branding and packaging, print advertising, and technical illustrations. I enjoy the journey of a job, learning, teaching, and the continuous growth as an artist within a company. With an approach that is both refreshingly organized and positively personable, I create with both heart and mind.

Professional Experience

Precision Graphic Services, Inc.

Designer / Illustrator

2004 / 2011

Lead Designer

- Managed direction of design department and was direct contact for clients and printers
- Contributed clear creative ideas, innovative design aesthetic and a forward thinking approach to multi-faceted projects
- Successfully developed a new branding initiative for Precision Graphics. Designs included an updated and improved portfolio booklet showcasing the achievements and illustration abilities for the entire company. Additional print material included postcards, CD layouts, promotional advertising, and designs for a new Precision Graphics website
- Strong focus on corporate identity packages, logo development, printed advertising material, and catalog layout

Designer

- Worked in a collaborative studio environment and individually in the design department
- Developed full corporate identity packages including branding and front end web design for Precision Graphics, University of Illinois, Krannert Center for the Performing Arts, many local businesses, as well as nonprofit groups
- Designed monthly postcard campaigns, including supervision of on site photo shoots
- Initiated photo shoots involving children which required excellent communication and people skills
- Produced three full years of promotional design work for the University of Illinois, College Of Fine and Applied Arts, and Sinfonia da Camera. These designs were used on mailers to over five thousand University of Illinois contacts and as promotion in Chicago
- Created cover art design and marketing materials for child psychology book
- Created promotional work for the City of Champaign
- Was the sole designer who was responsible for client printer communication

Lead Illustrator

- Controlled the overall scope of projects while managing a team of illustrators
- Corresponded directly with clients and created illustrations that achieved desired artistic requirements

- In charge of distributing and monitoring artistic manuscript to freelancers both locally and nationally while always meeting deadlines and making sure the work was cohesive

Illustrator

- Collaborated as a team member and illustrated as lead artist on numerous published textbook illustrations
- Created both technical and simple illustrations for high priority companies such as Barnes and Noble, McGraw-Hill Education, Pearson Education, National Geographic, Wiley Publishing, Dr. Stephen Marshak, Campbell Biology, and Slonczewski Biology
- Strong emphasis on Photoshop and Illustrator art
- Created an expansive variety of highly detailed illustrations and concept art for the University of Illinois
- Contributed to company award winning art in the fields of biology, astronomy, chemistry, life science, athletics, mechanics and medical
- Modernized outdated illustrations to function for the present through more advanced software skills and a focus on visual cohesiveness
- Created and managed extensive style sheets insuring a professional unified look, correct font usage, and color palette for many textbook publishing companies
- Provided sketches and sample illustrations in order to ultimately gain new clients

Professional Activities

- Produced freelance design and marketing material for individually owned businesses such as Seed House Design, Analog Outfitters, V Gallery, 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

John Havlik

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