

Matthew C. Putnam

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Art director and graphic designer with a corporate and retail background. Strong conceptual thinker with extensive print and Web (design and coding) experience. Versatile, hands-on team player with the right mix of creativity and cost-effective pragmatism.

Professional Experience

- 3/10 – Present WEB DESIGNER
Independent Contractor
Creating front-end design (layout, HTML/CSS) for Team SuperFitness site and others.
- 11/99 – 3/10 SENIOR DESIGNER
Measurement Computing Corporation, Norton, MA
Created content and design of print catalogs and Web site for leading data acquisition manufacturer's marcom department. Conceptualized, wrote, designed, and executed print and bulk email campaigns, and led a Web site redesign that dramatically increased click-thru rate. Many print pieces were cited in trade journal studies for their visual appeal, readability and credibility. Computer/software skills include HTML/CSS, InDesign, Quark, Photoshop, Illustrator, and Dreamweaver.
- 1/90 – 11/99 ART DIRECTOR
Ziff-Davis Events, Inc., Needham, MA
Designed and executed direct mail brochures, trade ads, print collateral and Web graphics for leading computer industry exposition producer's high-volume in-house marcom agency during a period of steady sales increases. Clients included Comdex and GWV International Travel. Participated in all phases of projects from concept through print; conceptualized and executed illustration.
- 11/86 – 1/90 STUDIO MANAGER
The Interface Group, Needham, MA
Supervised production of mechanical art for a wide variety of trade show collateral. Hired and managed three full-time artists and contracted free-lancers for design group. Executed layouts and mechanicals; purchased studio supplies.
- 5/84 – 11/86 GRAPHIC DESIGNER
Northeast Apparel Company, Braintree, MA
Designed and executed four-color direct mail brochures and newspaper ads for national fashion outlet chain. In-house agency position entailed concept/creative, design, photo shoots, mechanicals, and press approvals.

Education

Massachusetts College of Art
B.F.A. Illustration