

MATT YOUNG

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SKILLS & QUALIFICATIONS:

- Over fifteen years of work and management experience in graphic design and production, involving all aspects of collaborative design process from conceptualization to completion
- Experience in working with clients from a variety of technology sectors — data storage, cloud computing, wireless communications, semiconductors, optical networking
- Superior project management skills; experience with hiring and managing staff and sub-contractors, and interfacing directly with stakeholders in product marketing, engineering, and sales roles
- Self-motivated, highly responsible, and proactive
- Advanced ability with design software for print and web, including Adobe Photoshop, Illustrator, and InDesign, and with business applications, including Microsoft Word and Powerpoint
- Web design and management skills — HTML & CSS coding, Wordpress and other CMS setup and maintenance

EXPERIENCE:

Redhound Bluehound Design, Aptos, California

Principal, Graphic Design Contractor (January, 2017 – Present)

- **Web Design and Management:**
 - Design of website look-and-feel, user interface, and navigation flow
 - Management of development process: working with clients' marketing and product managers to define project requirements; documenting requirements and overseeing their implementation in developers' work
 - Production of website HTML coding, CSS styles, and graphics; coordinating with developers to integrate design and underlying code
- **Marketing Collateral:**
 - Design and production of company literature and brochures, product briefs, corporate identity, corporate presentations, product photography, exhibit graphics
- **Information Graphics:**
 - Design of technical illustrations and diagrams used in collateral

Violin Memory (now Violin Systems), Santa Clara, California

Senior Graphic Designer (June, 2014 – December, 2016)

- Responsible for managing in-house graphic services for the marketing department of a mid-sized data storage company
- Designed and produced corporate marketing materials — website layouts and graphics, digital ads, product sheets, exhibit graphics, sales and internal presentations
- Oversaw re-design of the corporate website; worked with team of outside contractors to design and produce page layouts; managed contractors in development of Wordpress page templates and admin functionality
- Supervised one full-time in-house graphic designer; managed projects with outside creative agency to deliver major re-branding campaign

Redhound Bluehound Design, Aptos, California

Principal, Graphic Design Contractor (September, 2008 – June, 2014)

- (See above for details)

Integration Associates, Inc. (now Silicon Labs), Mountain View, California

Graphic Designer (August, 2005 – September, 2008)

- Responsible for all aspects of graphic design for the marketing department of a fabless semiconductor company; worked with sales and marketing directors to develop and execute concepts for collateral, trade show displays, advertisements, and web
- Managed development of the corporate website; designed site graphics and user interface, and directed developers working on custom CMS, applications, and administrative tools for the site
- Responsible for job tracking and workflow management, scheduling of work requests from various departments

Siegel & Young Consulting, Aptos, California

Art Director/Principal Designer (January, 2004 - August, 2005)

- Responsible for all aspects of graphic design for marketing & design consultancy; worked with Marketing Director to create and develop projects which fulfill clients' marketing objectives in a variety of media: web, print collateral, magazine advertising, corporate I.D.
- Completed design and production of projects within timeline; managed subcontractors on specific aspects of projects (photography, web development, graphic production); worked with vendors on printing jobs
- Worked with Marketing Director on self-promotional projects; design and maintain company website; design and produce company I.D. and print collateral

Robertson Advertising, Monterey, California

Art Director (May, 2002 - January, 2004)

- Managed and oversaw all aspects of advertising agency production and design processes; supervised art department personnel; represented art department interests to senior management, other area managers

Senior Graphic Designer (May, 2000 - May, 2002)

- Designed and produced graphic materials for full-service ad agency clients: newspaper and magazine advertisements, marketing collateral, corporate identity packages, graphics for television and web advertising
- Responsible for reviewing production of art department and directing work of other designers
- Worked with copywriters and account representatives to create new ad campaigns and develop ideas
- Researched bids for print projects, and track jobs in progress

Metro Newspapers, San Jose, California

Graphic Designer (September 1997 - March, 2000)

- Responsible for designing and producing display advertisements for Metro Newspapers' family of nine publications. Worked with team of designers to maintain consistent standards of quality and style for a wide variety of clients
- Managed the workflow for the production department; kept track of work in progress using a database, acted as liaison between production artists and sales representatives

EDUCATION:

B.A., University of California, Santa Cruz: Literature, 1994