



MATTHEW VERDINI

Graphic Designer
Illustrator

cel. 646.256.8545
mattverdini@gmail.com

SUMMARY

A senior artist with nearly 25 years of experience as a graphic designer and illustrator covering a range of industries and duties including web design, branding, casino design and print/digital design.

Skills

Illustrator, Photoshop, Dreamweaver, InDesign, QuarkXPress, Publisher, Excel, PowerPoint, Word, After Effects, Premiere, Animate, HTML/CSS, Mac and PC OS, Typography, WordPress, Twitter, Facebook.

Education

Fashion Institute of Technology – Bachelor of Fine Arts, Illustration

6/1993 to Present

Freelance Designer / Illustrator

Providing freelance services to a variety of clients, utilizing illustration, graphic design and video editing techniques.

- Design and maintain company websites
- Integrate social media platforms into existing websites
- Produce full color illustrations for publishing projects
- Create promotional material for advertising and email campaigns
- Retouch photos for use in marketing campaigns and ads
- Design logos and branding material for various clients
- Edit and produce videos for DVDs and presentations

4/2014 to Present

Prudential – Graphic Design Specialist

Serving as Graphic Designer for the Marketing Department of Prudential's Capital Investment Division and its 13 offices.

- Produce presentations for both internal and external distribution
- Generate marketing collateral for prospective clients and recruits
- Integrate and manage new marketing tools for investment teams
- Develop training material for new tools
- Create email blasts and promotional material
- Produce and edit video segments for website

10/2011 to 9/2013

TrialGraphix – Sr. Graphic Designer / Info Designer

Produced a wide range of litigation graphics for high profile law firms dealing with court cases and legal proceedings.

- Designed both fully animated and static PowerPoint presentations for courtroom displays
- Created printed graphics for court cases, utilizing Illustrator and InDesign
- Generated timelines and interactive graphics with Flash
- Recreated floor plans and schematics based on low quality prints and sketches
- Retouched old photos and documents
- Designed printed graphics and brochures for clients to use in non-legal matters
- Edited video segments for use in client presentations

7/2002 to 12/2010

Selini Neckwear – Graphic Designer / eCommerce Web Designer

Served as both a Graphic Designer and eCommerce Web Designer at a menswear company with a host of clients such as Burlington Coat Factory and Casual Male.

- Created designs for ties, socks and other men's accessories



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- Designed and maintained wholesale eCommerce sites
- Photographed products for websites, ads and displays
- Involved in promotion and advertising of wholesale sites; including print ads displayed in major industry magazines
- Developed designs for both logos and packaging, utilizing their own brands as well as licensed brands
- Produced presentation work used in corporate meetings with well-established clientele
- Created signs for tradeshows and window displays
- Organized and cataloged inventory of over 2,000 items
- Coordinated with other departments, offices and outside vendors
- Managed both full-time and freelance support staff in order to maintain sites
- Served as the primary customer service representative for telephone and email inquiries
- Managed customer complaints regarding orders

● **1/2000 to 7/2002**

Bomvyx Corp – Graphic Designer

Worked as lead Graphic Designer and Assistant Art Director for neckwear firm, dealing with small startup companies and large chain stores.

- Designed fabric swatches for men's apparel such as shirts and ties
- Created web graphics and promotional material for trade shows
- Provided illustrations for numerous projects, including art for licensed properties
- Served as Assistant Art Director and trained new entry level graphic designers
- Performed market research to help create up to date fashion designs

● **3/1999 to 12/1999**

AC Coin & Slot – Graphic Designer

Performed graphic design duties, including developing casino interiors and custom signage.

- Created artwork for both 2D & 3D casino signs
- Developed themed areas within casinos utilizing various forms of signage and interior design
- Provided illustrations that were translated into statues and murals
- Worked with R&D to develop new concepts for slot machines and games
- Produced presentation packages for client review and sales purposes

● **6/1993 to 9/1996**

Acclaim Comics – Background Artist

Provided artwork and production assistance for publishing company, working on a number of successful comic series.

- Produced background art for published books and advertising material
- Created color schemes for comic pages using water colors and Photoshop
- Assisted in various stages of production, including cleaning film and artwork
- Provided artwork for licensed material