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Versatile and talented graphic designer with expertise in creating modern and bold designs by utilizing various mediums, such as web, print, digital, social, and signage. Creative thought leader astute at executing and refining graphic design projects, generating creative ideas, and fostering strong brand identity and awareness. A design team leader with the ability to generate strategic content marketing to promote company vision.

## TECHNICAL SKILLS

Microsoft Office | Adobe Creative Cloud | HTML5 | Ceros | Drupal Webflow | WordPress | Seismic Highcharts | Figma

## EDUCATION

Bachelor of Arts in Illustration  
Fashion Institute of Technology  
New York, NY



# MATTHEW VERDINI

## GRAPHIC DESIGN MANAGER

BRAND MANAGEMENT | CREATIVE DESIGN | CONTENT DEVELOPMENT

## CAREER EXPERIENCE

### Manager – Graphic Design

Prudential, New York, NY | 2014 – Present

- Prototyping and design of online experiences that combine rebrand efforts with enhanced user experiences.
- Direct designers, photographers, and videographers to produce high-quality visual content for print and digital media.
- Serve as Brand Ambassador and administer 15 offices worldwide, strengthening prospecting efforts and brand recognition.
- Oversee the design process from concept to final execution, ensuring all work adheres to brand guidelines.
- Develop and provide marketing collateral for prospective clients and recruits. Guide visual rebranding efforts that include illustrated elements, elevating brand.
- Create and disseminate new training material and tools, increasing user efficiency by a minimum of 200%.
- Design and produce presentations for both internal and external audiences while also providing onsite support for conferences.
- Build and maintain multiple websites using Drupal and Webflow, growing online presence.
- Provides illustrations for brand, portraits, printed materials, and office signage.
- Lead visual rebranding efforts which includes illustrated features resulting in brand elevation as well as developing marketing collateral for prospective clients and recruits.
- Overhauled the firm's websites and digital presence, enhancing user experience and increasing website traffic by 26%.

### Senior Graphic Designer | Info Designer

TrialGraphix, New York, NY | 2011 – 2013

- Created litigation graphics for high-profile law firms to present information clearly by designing dynamic PowerPoint presentations for courtroom displays and producing printed graphics with Illustrator and InDesign while generating timelines and interactive graphics, boosting jury engagement.
- Recreated floor plans and schematics, and edited video segments, enhancing client demonstrations.
- Developed presentation material for high-profile cases, including ones presented to the Department of Justice, elevating client proceedings through digestible content.

### Graphic Designer | E-Commerce Web Designer

Selini Neckwear, New York, NY | 2002 – 2010

- Developed signage for tradeshow and displays, effectively broadening market visibility.
- Produced graphic presentations for numerous corporate meetings, bolstering partnerships with chain stores.
- Collaborated with other departments, offices, and external vendors to maintain consistent operations while expanding retail and wholesale businesses.
- Generated designs for menswear, accessories, and packaging while utilizing original and licensed brands, successfully enabling sales growth.
- Designed and advertised wholesale and retail e-commerce sites while producing ads to display in industry magazines, enhancing market presence.
- Created both traditional and digital illustrations for swatches and men's apparel.

Additional experience as **Freelance & Contractual Designer and Illustrator** in New York Metro Area | **Graphic Designer** at Bomvyx Corp, New York, NY | **Graphic Designer** at AC Coin and Slot, Pleasantville, NJ | **Background Artist** at Valiant Comics, New York, NY.