

# MATTHEW VERDINI

Graphic Designer  
Illustrator

cel. 646.256.8545  
mattverdini@gmail.com  
Mattverdini.com



## SUMMARY

A senior artist with nearly 30 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, After Effects, Premiere, Animate, Publisher, Excel, PowerPoint, Word, HTML/CSS, Typography, Ceros, Drupal, Social Media, Webflow, WordPress.

## 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 – Senior Graphic Designer | Manager

Serving as Senior Graphic Designer for the Marketing Department of Prudential's Capital Investment Division and its 15 offices.

- Manage production department of business unit's marketing team
- 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 websites
- Design Social media posts for various platforms
- Guide visual efforts of rebrand, including illustrated elements
- Manage design efforts with external vendors and internal support
- Maintain multiple websites using Drupal and Webflow

### 10.2011 to 9.2013

#### TrialGraphix – Senior 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
- 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

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## 7.2002 to 12.2010

### Selini Neckwear – Graphic Designer/ eCommerce Web Designer

Served as both 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
- 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 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 tradeshow 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

## 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 entry level graphic designers
- Performed market research to help create up to date fashion designs

## 3.1999 to 12.1999

### AC Coin and Slot – Graphic Designer

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

- Created artwork for both 2D and 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 (Formerly Valiant 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