

MATTHEW LAWSON

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919.597.9004

FIELDS

Graphic Design
UX Design
Art Direction
Creative Direction

EXPERTISE

Typography
Iconography
Brand Identity
User Experience
Wayfinding
Infographics
Publications
Packaging
Illustration

APPLICATIONS

Adobe Creative Suite
FontLab Studio
Sketchbook Pro

EDUCATION

Graphic Design BFA
Studio Photography BS
APPALACHIAN STATE · 2009

EXPERIENCE

→ HubSpot

DESIGNER · October 2013 – Present

BRIEF *Currently reworking HubSpot's website to improve usability, experience and presentation. Notable projects have included reinvisioning their product pages, case studies, company information and navigation. The work has provide a multitude of roles ranging from user experience design to copywriting to creative direction.*

→ McKinney

DESIGNER · October 2012 – May 2013

CLIENTS

Dognition · *Art Direction, Branding, Infographics & Print*
East Durham Children's Initiative · *Art Direction & Design*
Wuhu · *Icon Design*

Big Boss · *Design & Concepting*

Sherwin-Williams · *Icon Design*

Travelocity · *Design, Illustration & Animation*

McKinney "Brand Experience" · *Art Direction & Design*

PRODUCTION ARTIST · March 2012 – May 2013

CLIENTS

Travelocity · Nationwide · Sherwin-Williams · Samsung

Dognition · Gold's Gym · Mizuno · Royal Canin

→ Independent Work

DESIGNER, ART & CREATIVE DIRECTOR · Fall 2009 – Present

CLIENTS

3 Cups · *Branding, Advertising, Design & Creative Direction*

Piedmont Wine Imports · *Branding, Creative + Art Direction & Design*

The Franklin Hotel · *Art Direction, Wayfinding & Print Design*

Top of the Hill Distillery · *Art Direction, Package Design & Print*

Bloomberg Markets · *Infographic Design*

Rude Troll · *Lettering & Logotype*

Nightsound Studios · *Packaging*