



Matt Webb
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EXPERIENCE

The Interwebbs | Freelance Senior Art Director/Designer

November 2011 - Present

Conceptual art direction or design on the fly. I help agencies large and small conquer their most vexing creative challenges. Interactive to print to branding, I've helped a veritable who's who of agencies.

FREELANCE CLIENTS

Southwest Airlines | Dallas, TX | *June 2015 - Present*

Senior Digital Designer. I help the digital marketing team create promotional emails and website content.

Elevate | Ft. Worth, TX | *2015*

Senior Art Director. I assisted Elevate in the site design of two new online financial products.

Studio Good | Dallas, TX | *2014 - 2015*

Senior Art Director. I helped Studio Good create websites, apps, and web content for their non-profit clients.

Leo Burnett | Chicago, IL | *2013 - 2014*

Senior Art Director. I worked with the Altria team mainly on Marlboro brands. For Marlboro I helped create a major summer digital promotion for Marlboro Menthol as well as many promotional emails, and DM pieces.

Partners by Design | Chicago, IL | *2012 - 2013*

Senior Designer. I helped PBD design environmental branding for Bimbo Bakeries, Chicago Community Trust, and Sullair

Sponge | Chicago, IL | *2012 - 2013*

Senior Art Director. I assisted in the creation of social and digital projects for Kerry Gold, Sears Optical, and Ticketmaster.

Gyro | Chicago, IL | *2012*

Senior Art Director. At Gyro I helped create print and digital work for PNC Bank

DDB | Chicago, IL, | *2011*

Art Director. I created a landing page and digital media for McDonalds to promote a new zesty breakfast sandwich.

EXPERIENCE *(cont.)*

Cramer-Krasselt | Art Director/Designer (Chicago, IL)

April 2006 - November 2011

Working both solo and as part of a team I helped develop campaigns for nearly the entire spectrum of CK's brands. Some of the projects include integrated campaigns, broadcast, digital media, product design, book design, and I even created graphics for some really cool jet liveries.

Brand experience includes: AirTran Airways, Crocs, Corona, Edward Jones, EFFEN Vodka, Heinz, Hilton, Hyatt, Key Bank, Levitra, Porsche, TransUnion, TV Guide and Velamints.

Chicago Portfolio School | Design Instructor (Chicago, IL)

July 2008 - June 2009

At the Chicago Portfolio School I taught a course on logo design. In the class I had the students explore the ins and outs of type selection and icon design, and they had to produce many many logos.

Creative Presence Partners | Freelance Designer (Atlanta, GA)

February 2006 - March 2006

At CPP I worked with a team of designers to develop display graphics for the Coca Cola Pavilion at the 2006 NCAA Basketball Championships

Think Monster | Junior Designer (Atlanta, GA)

April 2005 - August 2005

Working with the team at Think Monster I created printed communications and package design for their roster of clients.

PERSONAL PROJECTS

Make Your Own Bucket List | Illustrator/Book Design

December 2011 - April 2012

Make Your Own Bucket List is a book that guides its readers through the process of creating their own bucket list. The book incorporates hundreds of fun suggestions along with whimsical illustrations.

Bootstraps Theater Company | Board Member

August 2011 - Present

As a member of the board I help advise the theater company on marketing, advertising and promotional ideas. I also help create promotional materials like their website and promotional posters.

EDUCATION

The Creative Circus | Design Certificate

Graduated December 2005

Colorado State University | BFA Graphic Design and Photography

Graduated December 2001

SKILLS & SPECIALTIES

Work Related

Creative Marketing and Advertising, Art Direction, Interactive Design, Branding, Product Innovation, Presentation Development

Semi- to Non-work Related

Furniture design, Woodworking, Theatrical prop design, Interior Design, Espresso extracting, Coffee roasting, Beer consuming, Haiku-making, Golfing, Multi-day hikes, and other flights of fancy.

AWARDS

Communication Arts | Webpics

Cultural Dictionary - 2010

AdWeek | Ad of the Day

AirTran U - 2008

PRWeek | Best Use of Internet Media

AirTran U - 2007

Print Magazine | Regional Design Annual

Merge Agency Holiday Card - 2006

Show South | Gold Award and Bronze Award

Design - 2004