



MATTHEW CRENSHAW

Sr. Visual Designer/Art Director

7+ Yrs of Experience

Contact:

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www.macrenshaw.com

850.212.2682

Skills:

Photoshop

Illustrator

Indesign

After Effects

Sketch

Invision

Basic CSS and HTML

EXPERIENCE

Isobar, November 2014 - Current

Senior Visual Designer | Clients: NBC Universal - designed NBCU Now apps for Android, Fire TV, and iOS. Eight brand rollouts across five viewports. There was a 66% increase in app downloads and 146% increase in live streaming views.

FIS Global - Conceptual design for their website reaching out to a younger audience and pushing the brand to its limits.

VR Hackathon - Created a personality test that engaged the user through hands on experiences and empowered them to learn by doing.

Brown Brothers Harriman - Worked closely with UX to redesign internal and client facing financial portals, for desktop and mobile.

Freelance, September 2012 - November 2014

- McGarryBowen | Art Director: Verizon - concept and design work for integrated Verizon Powerful Answers campaign. My primary focus was on digital, social, experiential, and out of home.
- Publicis | Art Director: Dawn and Swiffer - designed the look and feel for Swiffer's social post, while concepting and designing for integrated campaign initiatives for both brands.
- Beamy | Designer: Concept and design work for second screen applications (iPad, iPhone), with a focus on social media.
- Tribal DDB | Art Director: Advil - concept and design for banner ads and youtube skins.

Monster Media, March 2011 - September 2012

Interactive Designer | Clients: Chevy Cruze, Reebok, Lunchables, HTC, Dell - concept and design work for interactive OOH experiences from multiplayer games that connected cities, to augmented reality.

EDUCATION

Miami Ad School and Florida International University

M.S. in Global Strategic Communications: Art Direction