

# MATT IVORY

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## PROFESSIONAL EXPERIENCE

### Colony Brands, Inc. – *Web Designer*

Monroe, WI

June 2016 – Present

Create custom graphics and update web design for two catalog brands

Strategize and collaborate with team of developers, marketing managers, copy writers, and SEO consultants to create unified brand experience

Tailor designs to reach brand-specific target demographic while adhering to brand style guidelines

Create brand-specific, custom graphics for online advertising and social media

Design and code emails in HTML/CSS for e-commerce including sweepstakes and promotions

Produce high-quality designs under tight deadlines

### Thomson Reuters (FindLaw) – *Web Designer II*

Eagan, MN

January 2013 – June 2016

Designed responsive custom websites, blogs, logos, and PPC landing pages focused on user experience and conversion for lawyers and law firms

Developed color scheme options and branding concepts for clients

Collaborated with a team of project managers, SEO consultants, content writers, and local and India-based developers to produce sites that incorporated new design trends

Consulted with clients and managed expectations to ensure goals were met

Solicited and incorporated feedback from team to refine designs

**Subject Matter Expert:** PPC Design Workflow

May 2014 – June 2016

Design team representative on PPC Committee which set PPC guidelines

**Pilot Lead:** Vendor Design Pilot

September 2013 – February 2014

Trained 6 design firms in India and the Philippines on FindLaw's products and best practices including use of grids, design elements, PSD organization, use of fonts, and BaseCamp

Created guideline and training documents for design vendors

Trained design team on vendor design workflow and BaseCamp

Reported to decision makers on quality of vendor designs

### Skeleton Key - *Contract Designer*

Oneida, NY

November 2015 – November 2016

Designed and developed responsive custom website using WordPress

Created branding scheme including logos, color schemes, and font pairing

Created print-ready graphics for various media and signage

Communicated with print vendors on final artwork for production

### Site-Seeker Inc. - *Graphic Designer & SEO Trainee*

New Hartford, NY

May 2010 - December 2012

Developed (front-end) and maintained websites using Dreamweaver

Created websites, infographics, and logos and manipulated photos in Photoshop

Collaborated with clients to design custom websites around their unique goals

Researched and implemented SEO, social networking, and social media optimization

## SKILLS

### Adobe Photoshop

12 Years - Expert

Websites and computer graphics, Vector and logos, Photo-manipulation, Photo retouching, Digital painting, Proper organization and naming of layers

### Adobe Dreamweaver

5 Years - Proficient

HTML/CSS websites, Correct development of the design, Organized code, Meta data

### WordPress

4 Years - Working Knowledge

Website design, Content updates, Blog posts, HTML/CSS, Installing themes and plug-ins, Debugging

### Adobe Illustrator

3 Years - Working Knowledge

Transformation of graphics to vectors, Infographic creation and layout, Logo design

### SquareSpace

1 Year - Working Knowledge

Website design, HTML/CSS

### 3D Modeling

5 Years - Proficient

Realistic renders, Manipulate and convert 3D graphics, Low and high polygon Models

### Programming Languages:

Working Knowledge

HTML, CSS, JavaScript

### Other Programs:

Microsoft Office, BaseCamp, WorkFront, SharePoint, Adobe Flash, Adobe Premiere, Adobe InDesign, Blender, Solidworks, Google Sketchup, Zbrush, Maya

## EDUCATION

### Worcester Polytechnic Institute (WPI)

2007 - 2012

B.S. in Interactive Media and Game Development