

Matthew D. Davidow

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Professional Profile

Passionate young professional with strength and experience in creative marketing communications. Ambitious, motivated and detail oriented. Works well independently and on a team.

Work Experience

FreeState Designs, Baltimore, MD

Freelance Designer, May 2008 - Current

- Graphic Designer
 - Develop brand identity, including logo, web site, and collateral
 - Design brand collateral that delivers the message and serves it's purpose
 - Create aesthetically pleasing design elements that correspond with a brand's story
 - Build a wide range of useful, practically designed items on a strict time line
- Production Coordination - Online and Print
 - Organize collaboration between necessary developers required on case by case basis
 - Plan contract, schedule and means to finish multiple projects on defined time line
 - Document billing and project status to client
 - Work with multiple printers and production companies to coordinate consistent online and print presence
 - Monitor progress of simultaneous projects across different mediums
- Web Designer and Developer
 - Concept appropriate layout and site map based on client's needs and directives
 - Design attractive, user-friendly web pages to promote brand or company goals
 - Develop cross-browser compatible code with XHTML, HTML, CSS, JavaScript and PHP
 - Implement best SEO practices and client side content management
- Client Services
 - Build projects around client's time line and within client budget
 - Instruct clients on how to update web content using built in CMS

Severn Graphics, Glen Burnie, MD

Graphic Designer/Production Coordinator, October 2009 - January 2011

- Work with clients to understand branding and advertising needs
- Conceptualize and execute graphic materials based on the client's needs
- Design print and interactive materials to create strong brand identity for multiple companies
- Track projects through print, production and post-production to deliver on time
- Ensure color consistency and quality among branded materials
- Coordinate with cross-functional teams to meet tight deadlines on multiple projects

Merritt Athletic Clubs, Baltimore, MD

Lifestyle Consultant, December 2008 - October 2009

- Create, operate, manage and post club Facebook page as well as Foursquare progress for members
- Designed member fitness programs which encouraged the acceleration of individual health results

Redhead Advertising, Ellicott City, MD

Intern, Summer 2007

- Developed concepts consistent with brand image
- Assisted creative team in copy writing, photo-editing, logo design and proofing

Technical Skills

- Microsoft Office (Word, Excel and Powerpoint)
- Adobe Photoshop, Illustrator, InDesign, Flash and Dream Weaver (Current Versions), CorelDRAW 13
- HTML, XHTML, HTML5, CSS, Working knowledge of Javascript and PHP

Education

University of Colorado, Boulder, CO

Graduated May 2008

School of Journalism and Mass Communication

Major: Advertising

Certificate: Technology, Arts and Media