

Andy Matznick

DESIGN + ART DIRECTION

CONTACT

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480-459-7347

EXPERIENCE

Digital Design Director | Inizio Evoke Transformation (FKA meltmedia)

Tempe, AZ - May 2019 - Present

I currently am leading a team responsible for website visual design and digital media efforts for Inizio Evoke Transformation clients while working closely with user experience, content and engineering teams to deliver top quality digital solutions.

Lead Visual Designer | meltmedia

Tempe, AZ - Feb 2015 - May 2019

I was responsible for design solutions, mood boards, storyboards, interactive page layouts, site grids and interface demos. Also provided quality assurance on creative deliverables, collaborated with user experience designers, developers, and others to create compelling and successful products. Also oversaw the design and creation of multiple new meltmedia rebranding efforts over the course of my tenure.

Associate Creative Director | Infusionsoft (Keap)

Chandler, AZ - June 2014 - Feb 2015

I led the internal marketing design team for all Infusionsoft marketing initiatives which included print and digital campaign assets, website updates, specialized campaign landing pages. Was also responsible for creating and maintaining brand guidelines across the company.

Creative Director | Prisma

Phoenix, AZ - June 2012 - July 2014

I led the design team's efforts while serving as client advocate for the projects under the team's charge. Responsibilities also included guiding the development of the team's visual style as well as developing Prisma's new brand, ensuring the aesthetics remained progressive, inspiring and thought-provoking. Additionally, I helped lead creative sessions for project kick-offs, assisted with new business pitches, recruited internal design resources and managed third party vendors.

Principal, Creative Director | Addison Clark

Phoenix, AZ - April 2007 - Jan 2014

Was responsible for day to day creative for all Addison Clark clients including: campaign concepting, headline writing, identity design, website design, print and advertising design.

Sr. Graphic Designer | Zeller Marketing Communications

East Dundee, IL - Sept 2004 - April 2007

Art Director | Applied Creative

Scottsdale, AZ - Jan 2003 - Sept 2004

Art Director | Subia Creative

Phoenix, AZ - Sept 2000 - Jan 2003

Art Director | J. Walter Thompson

Phoenix, AZ - Aug 1998 - Sept 2000

SKILLS & TOOLS

Adobe Creative Suite
Sketch + Figma
Presentation Decks (gSlides + PPT)
Sitemaps + Wireframes
Style Guides
UX/UI Best Practices

RECOGNITION

Bronze & Silver ADDYs
American Graphic Design Awards
Graphis Poster Annual Selection
W3 Awards
Davey Awards
Aster Awards

EDUCATION + CERTIFICATION

Illinois Wesleyan University, BFA, Art
(*Concentration in Graphic Design*)
W3C Web Accessibility Certification (2023)