

# Matt Willard

GRAPHIC DESIGN • PHOTOGRAPHY • ILLUSTRATION • WEB DESIGN

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## QUALIFICATIONS PROFILE

B.F.A. graduate with a well rounded background in illustration, photography, and graphic design. Creative and self-motivated problem solver with the ability to use all of the resources at his disposal to produce consistently professional results in a timely manner. A personable individual who can work alone or as part of a team. Computer literate and proficient with industry standard software.

**ARTWORK** - Proficient in working with a variety of media, both digital and traditional. Experienced in producing illustrations for printed publication, as well as graphics for online display.

**DESIGN** - Proven ability to work in a large variety of formats including: page layout, advertisements, web pages, brochures, museum exhibits and signage. Proficient with a wide range of computer software widely used in the industry. Experience working with professionals at every level of the printing process, from initial concept through final production.

**LEADERSHIP** - Able to clearly communicate ideas and concepts. Encourages ideas and suggestions from all who are involved in the process, and is able to resolve conflicts calmly and effectively if they arise.

## TECHNICAL PROFICIENCY

PLATFORMS: MacOS and Windows

PRIMARY SOFTWARE: Adobe Photoshop

SECONDARY SOFTWARE: Adobe InDesign

OTHER PROFICIENCIES: Adobe Creative Suite (CS3); Illustrator, Dreamweaver, Flash, Premiere, AfterEffects, Fireworks, Autodesk 3DS Max, HTML, and CSS.

## Experience

### GRAPHIC ARTIST

Self Employed Graphic Designer / Illustrator, Hershey, PA 2004 - Present

Provide a variety of graphic services including illustration, graphic design, 3D computer rendering, and photography. Produces fine art for display and sales in galleries and at conventions. Design page layouts and graphic elements for a variety of advertisements, products, and services.

- Wide variety of clients, including non-profit, for profit, private, and charities.
- Photographic services include product photography, photo manipulation, and photo restoration.
- Highly detailed digital paintings created in Adobe Photoshop with a Wacom graphics tablet.

### GRAPHIC ARTIST

Railroad Museum of Pennsylvania, Strasburg, PA 2001 - 2009

Originally hired as a docent. Quickly assumed the role of unofficial graphic artist and exhibit designer. Assisted the educational and curatorial departments in the design and fabrication of new exhibits. Photographed museum artifacts and events for use in marketing publications and for new exhibits. Created new graphics and signage as necessary for museum events and projects.

- Designed large exhibit plaques for all 54 pieces of rolling stock within the main exhibit hall.
- Helped to design and fabricate several large displays and exhibits with a limited budget.

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## EXHIBIT DESIGNER

State Museum of Pennsylvania, Harrisburg, PA

1999 - 2000

Hired as a temporary employee with a 9 month contract. Assisted in the design and fabrication of museum exhibits and signage. Designed museum advertisements and promotional graphics. Created print-ready digital files, and worked with printing agencies for materials that could not be produced in house. Worked as part of a design team, offering input for exhibit concept and design.

- Helped in the design and fabrication of the *aMaze and Beyond* exhibit.
- Trained fellow employees in computer usage, including conversions between Mac and PC files.
- Assisted in web page development for the museum web site.

## Education

### Pennsylvania College of Art & Design

Bachelor's Degree – 2001

Associate's Degree – 1999

## Portfolio

[www.Matt-Willard.com](http://www.Matt-Willard.com)

References Available on Request