



MATTHEW R. GORBY

Senior Graphic Designer & Artist

Senior Graphic Designer providing digital art creation, design concepts, art direction and design. Dynamic and creative thinker who works closely with internal and external clients. Conceptualizes and designs effective marketing, advertising and communication pieces. Critical eye and attention to detail.



Cell

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MattGorby.com



MattGorbyDesigns

LinkedIn.com



Gilbert, AZ

USA

PROFESSIONAL EXPERIENCE

Scottsdale, AZ

2022 - Present

GRAPHIC DESIGNER II

Discount Tire, Co.

- Under general direction, creates, develops and lays out marketing material. Embodies IOOGA (Integrity, Our People, Our Customers, Growth and Attitude).
- Produces and designs complex marketing materials, including but not limited to, advertising, direct mail, websites, social media, market events material and in-store point-of-purchase signage
- Illustrates concept by designing initial layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Prepares finished designs based on feedback
- Produces and designs for internal communications
- Assesses stakeholder design needs; designs according to company specifications and regional criteria
- Coaches Graphic Designer I
- Stays current on the latest industry technologies, trends and strategies
- Assists employees, vendors or other customers by answering questions related to the design processes, procedures and services
- Completes work in a timely and accurate manner while providing exceptional customer service

Scottsdale, AZ

2015 - 2022

SENIOR GRAPHIC DESIGNER

Massage Envy Franchising, LLC / KDM P.O.P.

Provide design support for the creative team, including artwork production, design conceptualizing and art direction. Creation of projects and priorities, including but not limited to: custom orders, POP, internal communications and campaign design.

Scottsdale, AZ

2010 - 2015

LEAD GRAPHIC DESIGNER

Steven H. Goldstein, DDS

Graphic design for collateral material, including brochure and logo design, page layout, social media graphics, management and updates, web design and graphics, SEO and content management. Also designed visually appealing keynote and video presentations that were presented to major dental associations and companies across the United States, including .Straumann, Seattle Study Club, Dental XP, AzDA, AACD, AO and BIOMET 3i.

Freelance

2004 - Present

GRAPHIC DESIGNER

MG Designs

Clients include: April Marie Glow, Onward Counseling, Collier Aesthetics, Riviera Opticare, Inc., Steven H. Goldstein, DDS PC, Strandz by Kina, InWithSkin Magazine, Baxtor's Personal Training, Kasnot Medical Illustration, Inc. David Management Ltd / LPGA Golfer Wendy Ward, Design Works Studios.

Illuma Studios | National Laser Institute (Sr. Graphic/Web Design Intern - 2010)

Lagardère Sports formerly Gaylord Sports Management (Online Content Management - 2009)

Atronic Americas, LLC (3D/2D Graphic Artist - 2006-2007)

EDUCATION

2004 Graduate

THE ART INSTITUTE OF PHOENIX
BACHELOR OF ARTS

Media Arts & Animation

*Showcased in "Best of" display 2003 & 2004

SKILLS

Print Ad Design
Postcard & Mailer Design
Logo Design

SOFTWARE

Expert in:

Adobe: InDesign, Photoshop,
Illustrator, Acrobat

Apple: Keynote

Microsoft: Word, PowerPoint

Familiar with:

Adobe: Dreamweaver, Lightroom,
After Effects, Premiere Pro

Web: HTML 5, CSS, Wordpress

Photography

Ad Layout & Resizing
Art Direction & Proofing
Concept Sketching

Ability to Work Under Pressure
Self Motivation
Adaptability, Leadership & Communication