

MATT ASHCRAFT

MATTHEW D. ASHCRAFT

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EDUCATION

2002: B.S. Visual Communication
Graphic Design emphasis
Weber State University, Ogden, Utah

SKILLS

Illustrator	Photoshop
InDesign	Acrobat
Flash	MS Office

WORK HISTORY

(Mar 2011–Present) Freelance Graphic Designer

Ashcrafty Design, Kaysville, Utah 84037

Providing art direction and graphic design solutions to a variety of clients such as FranklinCovey and Henry Schein Practice Solutions.

(Apr 2010–Mar 2011) Senior Graphic Designer, Level 2

Henry Schein Practice Solutions, American Fork, Utah 84003

Maintained branding for several product lines as well as developed branding for new lines; provided creative direction for successful campaigns integrating traditional print media and emerging web and social medias.

(Aug 2005–Nov 2009) Senior Graphic Designer

ThinkTank Creative Consortium, Murray, Utah 84123

Successfully managed and coordinated design projects from concept to completion for a diverse client base; effectively completed projects independently as well as in collaboration with other professionals; interacted directly with clients to create vision, conceive designs, and meet deadlines and requirements; coordinated and supervised co-workers and interns in all areas of graphic design consisting of identity design, print and package design and large catalog projects.

(Nov 2004–May 2005) Senior Graphic Designer

Digital Slant Creative Group, Logan, Utah 84321

Successfully created design themes and graphics for multiple accounts; participated in the strategic direction and copy on design projects; effectively designed print collateral and advertising campaigns including brochures, catalogs, packaging, and web interfaces.

(Oct 2002–Nov 2004) Graphic Designer

Dentrix Dental Systems, American Fork, Utah 84003

Effectively developed and maintained the Dentrix corporate identity in print, web, and event media; responsible for all areas of print production; developed and implemented successful marketing strategies for inside and outside sales.

OTHER EXPERIENCE

- Freelance work: McCann Erickson, Forthgear
- Adjunct Instructor, Graphic Design: EagleGate College 2011–12
- PMTS President's Award for Best Advertising 2003
- Worked with several major organizations such as NFL, MLB, Stedman Graham, FranklinCovey, TCBY, & Mars Candy

