



Matthew A. Creason
233 Clearview Drive
Carlisle, PA 17013

Cell: 717.574.0812
www.mattcreason.net
Email: macreasondesign@comcast.net

Graphic Design

Graphic and Web Design • Team Leadership • Conceptual Design
Graphics Management • Workflow Prioritization • Project Management

Executive Profile:

Highly motivated graphics professional capable of managing the graphics process from concept to finished product with the ability to develop visually appealing content intended to grab attention and convey a direct message. Accustomed to performing under pressure to meet deadlines in a goal-oriented environment.

Professional Experience:

August 2013 to Present

Design Coordinator - Center for Schools and Communities, Camp Hill, PA

Work as a Design Coordinator at the Center for Schools and Communities. Duties include designing agendas, conference print items, posters, logos, HTML e-mail blasts and custom web design using WordPress. Also, prepare files for proofing and printing to the different vendors that we use.

January 2011 to Present

Freelance Graphic Designer/Owner - MAC Design, Carlisle, PA

Work as a Freelance Graphic Designer with exceptional services in Print, Web and Graphic Design. Products include business cards, letterhead, brochures, flyers, postcards, posters, T-shirts, CD covers, web design and much more. Importance is stressed on getting the message across for the client in the most cost-effective, efficient and eye-catching way. Use HTML, CSS and WordPress for web design.

August 2011 to August 2013

Graphic Designer - Messiah College, Grantham, PA

Worked as a Graphic Designer at Messiah College Press. Duties included designing brochures, logos, flyers, posters, HTML e-mail blasts, pamphlets, booklets and postcards to support Messiah's branding and initiatives. Also, prepared files for proofing and printing.

January 2008 to July 2011

Graphics Department Supervisor - Laser Imaging Systems, Inc., York, PA

Was responsible for all aspects of department production, job prioritization and graphics workflow. Products designed include variable and static postcards, sports tickets, flyers, logos, posters and business cards. Responsible for overall management of online print store and oversight of an HP Indigo 5500 Digital Press.

February 2006 to December 2007

Graphic Designer - Jack Gaughen Realtor ERA, Camp Hill, PA

Experience included designing brochures, postcards, flyers, posters, PowerPoint presentations and newspaper ads. Also designed HTML e-mail blasts using High Impact eMail.



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May 2004 to February 2006

Graphic Designer - Graphics Universal, Greencastle, PA

Foundational graphics experience included development of annual reports, brochures, newspaper ads, baseball programs, newsletters, drawing illustrations and website design. Developed company website and managed overall direction from concept phase to final web integration. Further developed knowledge of commercial printing business and studied printing process technique from conception to final production.

Earlier Career:

January to March 2003

Graphics Intern - Keenan-Nagle Advertising, Allentown, PA

Arranged advertising layouts and brochures using photographic editing and production methods. Used QuarkXPress, Adobe Illustrator and Adobe Photoshop.

March 2002 until March 2003

Conservation Technician - B.R. Howard and Associates, Carlisle, PA

Hands-on artistic restoration of 19th century wagons and horse drawn carriages in ghost town of Bodie, California. Also worked on the conservation of various Major League Baseball Hall of Fame memorabilia.

Education:

Kutztown University, Kutztown, PA. (2003)

Bachelor of Fine Arts in Communication Design with a concentration in Advertising. GPA: 3.25

Technical Qualifications:

- Expertise in Adobe Photoshop, Adobe Illustrator Adobe InDesign and QuarkXPress on MAC or PC
- Experienced with Dreamweaver, HTML, CSS, WordPress, Adobe Acrobat, PowerPoint, Publisher, Microsoft Word and XMPie.

Activities:

October 2012 to August 2014

Child Life Volunteer - Penn State Hershey Children's Hospital, Hershey, PA

One night a week, for three hours, I would check on children admitted to the Children's Hospital to interact with them, provide a toy, game or craft, or provide comfort for the child. In some instances, I also gave the parents or guardian a break for a short time.