ERIC LAWRENCE MATTHEWS

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About

- Multimedia artist with over six years of creative experience freelancing for corporate clients in the Atlanta area. My current training and experience includes interviewing clients and transposing their ideas into visual projects through the appropriate design process. I specialize in building professional relationships and developing print and digital based material such as catalog page layouts, logos, and online ads for corporate clients. Extensive knowledge with social media platforms such as Facebook, Instagram, Snapchat, and Youtube. Knowledgeable about marketing and account management for digital businesses.

Employment

The Creative Circle: Mueller Water Products (Jan. 2020 - July 2020)

- **Graphic Designer**
- Worked with a team of marketers and project managers to help in the production process of creating and editing catalog/manual layouts and photos with Adobe InDesign and Photoshop software.

The Creative Circle: HD Supply (Dec. 2018 - Oct. 2019)

- **Graphic Designer**
- General understanding of the HD Supply design and proofing. Used Adobe InDesign to create page layouts for a variety of catalogs and guides.

The Creative Group: Home Depot (June 2018 - Aug. 2018)

- **Graphic Designer**
- Prepressed/edited a variety of print based advertisements and product cards.

Aquent: HD Supply (Sep. 2016 - April 2018)

- **Graphic Designer - Catalog Team Lead**
- Worked with a team of other graphic designers to prepress and edit page layouts for various catalogs using InDesign and B.Media software.
- Trained new designers in software usage, company policy, and design methods.

Rousseau's Sporting Goods and Awards (May 2016 - Aug. 2016)

- **Production Artist/Graphic Designer**
- Created customer layouts and logos utilizing CorelDraw and Adobe software. Screen printing t-shirts, sandblasting glass, and sublimating metals with a heat press. Engraving metals, glass, and wood with a laser-printing machine. Bookkeeping with QuickBooks and maintaining customer relationships. Management in selling a creative solution to regular clients of influence for business contracts.

Freelance Graphic Designer (Jan. 2010 - Present)

- **Graphic Designer/ Photographer/ Screen Printer/ Painter**
- Designing visual information materials from the initial planning stages through final production. Conferring with clients to discuss and determine layout designs, concepts and samples. Working independently to create and design a variety of visual information materials such as pamphlets, brochures, logos, marketing videos, digital photography and printing custom t-shirts. Using Adobe CCS software such as Adobe Photoshop, Illustrator, In-Design as well as IMovie. Account management for my freelancing work to local businesses clientele.

- Clients: Alabama A&M Consumer Science Dept., Fellowship of Faith Church, Phi Mu Alpha Sinfonia Fraternity of America Inc., First Missionary Baptist Church Of Dothan, Sports Vision Bar and Grill, Alabama A&M University Sports Media, Boys and Girls Club of North Alabama, AT&T, HD Supply, Home Depot, Mueller Water Products.

Online Portfolio www.emattmedia.carbonmade.com

Education

- Strayer University: M.B.A. Degree May 2021
  - Major: Digital Entrepreneurship

- Auburn University, Web Design Cert. May 2016

- Alabama A&M University: B.S. Degree
  - Graduated July 31, 2013
  - Major: Graphic Design; Minor: Fine Arts

- Northview High School: Diploma 2007
  - Extra Curricular Activities**:** Football (Defensive Lineman); Track and Field