

Matthew Ludwig

Work Statement

It is my aspiration to lead quality design and online projects as a strategic creative for content-rich design solutions for an innovative brand as Art Director and Designer.

Work Experience

Metacafe; San Francisco, CA

Art Direction for all features and promotional channels to the Social Networking site.

APCO Worldwide; Washington, D.C.

Strategic branding and market launch of numerous international brands. All Art direction and design for clients including strategic branding and identity development under my direction.

Oxfam Canada; Ottawa, Canada

Art direction and design of all visual and technical elements of this non-profit organization from the ground up.

Food and Water Watch; Washington, D.C.

Art direction and strategic brand launch including all visual and technical elements of this non-profit organization from the ground up. All web site, identity, print materials, and technical coordination were my responsibility.

TIG Global; Washington, D.C.

Art direction and design services in an ongoing relationship for large-scale, hospitality and luxury hotel offerings and web sites.

RTC Marketing Communications; (Y&R Agency)

Art direction and design services for Glaxo, Smith, Kline account, Art Directed Nicorette, NicoDermCQ, and Way2Quit sites launch.

Art+Logoc Interactive; Boulder, CO

Art direction and design services in an ongoing relationship for a variety of clients.

Free Range Graphics; Washington, D.C.

Art direction and design services in an ongoing relationship for a variety of clients.

bps:technologies (Sep 2002- March 2004)

Art Director and Lead Designer for both print and Web
User Interface Designer Videographer

texture|media, inc. (Jan 2000- June 2002)

Lead Print Designer and Web Designer
Experience Design Author (www.climbmeru.com)
Interactive Media Designer
CD-ROM and Kiosk development

Contact Information

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Skills Overview

Art Direction and Strategic Design

I am a Strategic Creative & Art Director for Online and Traditional. My responsibilities are concepting, presentation, design & direction to a group of team members remote and local. I am tasked with devising the strategic brief and leading the client and my team through this, while constantly critiquing the products brand positioning in the market. Directing a team to make it come to life and finally carrying the concept and design to the end with a production team. My job is to make a brand flourish online, and provide an exceptional user experiences in this delivery.

Internet & Media Strategist

The internet and traditional media are one. Branding, strategy, way finding- they are all critical. I carry extensive experience in the online world, SEO, research and creating the future of our online world, I am in a position to help a company ensure their best position possible for the future of the combination of the internet and traditional media.

Online Marketing

I bring brands to life. Online marketing is my forte and why I am brought in-house, or consulted with by large organizations to help achieve their online needs. I have years of online and traditional marketing & advertising experience and the ability to know what works and what fails. With several awards, extremely well performing campaigns, I have been able to work out a user-centric methodology for both discovery and design that can lead & direct a companies or clients' needs.

Education

University of Colorado at Boulder; Boulder, CO
Bachelor of Arts in Art History, May 2000
Minor in Business Administration

References

References are available upon request. I have some fantastic ones, so just ask...

Awards

www.untouchables.org

Inclusion of site in the follow-up article of people influenced by the Dalit movement in National Geographic Feb 2004 issue.

365: AIGA Year in Design, 2002

First Place, Founding Member and first time award awarded for Experience Design. (http://www.aiga.org/content.cfm?contentalias=365_expdes_detail&csi=193)

Invited to speak at CHI2002 | AIGA Experience Design FORUM
Awarded for design/completion of the Climb:Meru Project- <http://www.ClimbMeru.com>

Computer Skills

Illustrator	Photoshop
Image Ready	Freehand
InDesign	Dreamweaver
Fireworks	Flash
CSS	Homesite
Office	Visio
Keynote	Acrobat Pro
Apple Works	Mac & PC
PHP/mysql CMS	Plone CMS
FTP/SFTP	