

# MATTHEW ENGELKE

Graphic Design • Multimedia • Marketing  
Portfolio: [www.mattengelke.com](http://www.mattengelke.com)

9821 Golden Arrow Ln • Rancho Cucamonga, CA 91701 • 909.740.9565 • E-mail: [mattengelke@earthlink.net](mailto:mattengelke@earthlink.net)

## QUALIFICATIONS PROFILE

Visual designer with Fortune 500 experience covering web and print design, social media, content marketing, and search engine optimization. Well-versed in a wide range of software applications and platforms. Accustomed to performing in a fast-paced, deadline-driven environment with an emphasis on balancing multiple projects. Excellent interpersonal skills - a team player with great written and verbal communication abilities. Creative experience in the following:

### PRINT

- Catalogs
- Brochures
- Print ads
- Logos
- Illustrations
- Product packaging

### MARKETING

- Content marketing
- Search Engine Optimization (SEO)
- Press releases
- Branding
- Trade shows
- Google Analytics

### WEB / MULTIMEDIA

- Animation
- Social media
- UX Design
- Web sites
- E-blasts
- Wireframes

## TECHNICAL PROFICIENCY

Software: Photoshop, Illustrator, After Effects, Premiere, InDesign, HTML5, CSS, PHP, JavaScript, Bootstrap, Wordpress, Dreamweaver, ImageReady, Final Cut Pro, QuarkXPress, Flash (and Actionscript), Lightwave, Quicktime, MS Office Suite

## EXPERIENCE

### **Visual Designer - IBM (Full-time contractor). 05/2015 - Present**

Analytics Division

As part of the Analytics newsroom team, design content marketing assets, including social media tiles, animations, infographics, Slideshare presentations, listicles, and blog post graphics for IBM Big Data & Analytics Hub, and IBM social media channels. Create graphics to make technical subjects easier to understand.

### **Marketing Support Supervisor - Aaren Scientific (A Carl Zeiss Meditec Company). 11/2008 - 04/2015**

Medical device manufacturer - Ontario, CA

Design and create marketing literature, promotional and instructional materials, packaging, illustrations, and PowerPoint presentations. Supervise junior designer. Create logos, product names, and branding guidelines. Design, maintain, and create content for company websites. Copywriting. Manage trade show presence. Communicate with sales, engineering, and consultants to define features and promote benefits. Plan and execute ad campaigns.

*Key Achievements: (Continued...)*

- Designed and maintained unique packaging, branding, and advertising for 2 distinct product lines
- Designed and maintained unique packaging for over 15 international private label distributors

**Graphic Designer - Ophthalmic Innovations International. 01/2003 -11/2008**

Medical device manufacturer - Ontario, CA

Create marketing literature, packaging, product logos, multimedia CDs, and audio/visual aids. Manage advertising budget. Design, maintain, and create content for company websites. Communicate with sales, engineering, and consultants to define features and promote product benefits.

*Key Achievements:*

- Helped increase sales an average of 18% per year
- Awarded greatly expanded responsibilities including: product marketing management, budget management, trade shows, and ad campaigns

**EDUCATION**

**User Experience Design** (coursework)

Univeristy of California, Los Angeles

**A.A. Degree, Graphic Design, Multimedia Certification**

Platt College - Ontario, CA (Valedictorian, 4.0 GPA, Award of Merit, Award of Excellence)

**B.A. Degree, Fine Art**

California State Polytechnic University - Pomona, CA