

MATT OLSON

DESIGN + CREATIVE SERVICES

I am a creative mind who works with innovative brands to revitalize their design approach and launch new products in emerging media. I've developed strategic creative work for companies such as RMS, BrightGauge, Roku, Colgate-Palmolive, Delta Products, Kii, 5-hour Energy, Starbucks, Tesla and more.

CONTACT

408.309.2421

matt.g.olson1975@gmail.com

www.linkedin.com/in/molson1975

mattolsondesign.com

SKILLS

- » Adobe Creative Suite
- » Photoshop
- » Illustrator
- » Adobe Acrobat Professional
- » InDesign
- » After Effects
- » Cinema 4D
- » LightRoom
- » Dreamweaver
- » HTML
- » CSS
- » WordPress
- » InVision
- » Basecamp
- » Pardot
- » Marketo
- » Hubspot
- » Microsoft Office

SUMMARY

Over 15 years of design and creative direction experience across various media and channels including digital, web, email print, outdoor, brand, video, events, promotional merchandise and retail. Able to direct and lead designers, production artists, developers, motion designers, illustrators and photographers. Extensive experience presenting to clients, pitching for new business and leading small teams.

EXPERIENCE

Cosmic Creative Group, Dec 2012 – Present

cosmiccreativegroup.com

Founder & Creative Director

Created this boutique design firm that focuses on successful web development and brand identity for a multitude of clients, including Colgate-Palmolive, LinkedIn, BrightGauge, Kii, and Delta Products.

- » Initiated small teams of designers, copywriters, photographers, video producers, editors, and web developers inspiring them throughout the launch of top brand centered projects, continuously exceeding client expectations.

Touch Creative, Nov 2012 – Jan 2016

touch-creative.com

Co-Founder & Creative Director

Originated this successful promotional product distributorship with a strong focus on customer service working with corporate and small business clients.

- » Worked with clients to produce and fulfill promotional merchandise campaigns.
- » Liaised with clients and creative teams to deliver top brand standards and achieve business goals.
- » Developed instructive content strategy for the company blog to boost brand awareness.
- » Coordinated with vendors to ensure high quality, timely execution of deliverables.
- » Managed all design production art for client orders.

RMS, Oct 2014 – Nov 2015

rms.com

Senior Art Director

Co-created unique and effective marketing strategies and creative concepts developed for the insurance risk management industry, uniting with copywriters, photographers, web developers, event staff and demand generation specialists, serving the insurance risk management industry.

- » Designed corporate visual communications including logos, websites, demand generation campaigns, collateral, magazine advertisements and events.
- » Designed and developed the website, mobile app, exhibit graphics and signage, onside event guides, promotional merchandise, video effects and editing for the annual four day conference targeted towards an audience of clients and strategic partners
- » Developed brand identity and magazine advertisements for new international event tour designed to educate foster relationships with new and existing clients.

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EDUCATION

Bachelor of Arts

Photography – Graphic Design
San Jose State University, San Jose CA
1994 – 1999
AIGA Member

EXPERTISE

- » Graphic Design
- » Brand Identity Development
- » Web Development
- » Social Media Graphics
- » Trade Show Exhibits
- » Marketing Materials
- » Signage
- » Illustration
- » Photography
- » Packaging
- » Motion Graphics
- » Video Production
- » Promotional Merchandise
- » Custom Manufacturing
- » Advertising & Promotion
- » Print Design
- » Demand Generation Campaigns
- » Relationship Development
- » Business Goals
- » Strategic Partnerships
- » Team Building and Management
- » Customer Service
- » Vendor Relations

EXPERIENCE – CONT.

Mosaic, Dec 2009 – Nov 2012

mosaic-sf.com

Co-Founder & Creative Director

Co-founded this rapidly growing retail display and trade show exhibit design/production company with the philosophy that brands thrive when they are crafted, marketed, and stewarded in a unified fashion. Mosaic is a hybrid between an interactive agency and fabrication think-tank.

- » Collaborated on design business strategies with internal and external clients helping to drive revenues from \$15K per year to \$1MM per year over a three year period.
- » Utilized expert knowledge and experience with numerous design and production processes, substrates and materials to design, produce and fulfill interactive merchant displays, trade show exhibits and event decor.
- » Fostered solution oriented thinking to build and strengthen contact between our clients and their users.
- » Client projects included work for Roku, Sol Republic, Tesla, Costco, BestBuy, Toys-R-Us, Target, Walmart, Fry's Electronics, Radio Shack, HH Gregg.

New Vision Design, Jan 2006 – Nov 2012

nvd-sv.com

Design Director

- » Collaborated with clients to translate business goals into unique brand and product experiences, including Intel, Hansen Medical, SalesForce, Capcom, Fresh Express, Hitachi, Zeiss, Varian, Xilinx, Lowepro, Qualcomm, and VMware.
- » Worked in a leadership role with small teams of designers, copywriters, photographers, video producers/editors, and web developers to inspire and ensure that their creative output adhered to brand standards and achieved business goals.
- » Refined business strategies helping to drive revenues from \$235K per year to \$3MM per year over a six-year period.

Matteo Studios, Sep 2005 – Nov 2012

Co-Founder & Creative Director

Co-founded a fast-paced screen printing/garment decoration company. Clients included Starbucks, Disney, EA Sports, Nintendo, Android and Golden State Warriors.

- » Developed strategic relationships with key partners to help drive revenues from \$25K per year to \$750K per year.
- » Scaled production from a 400 square foot garage with dated manual equipment to a 15K square foot state-of-the-art facility.
- » Achieved industry specific facility and product quality certifications.
- » Designed brand identity and all visual communications including logos, websites, email campaigns, vehicle graphics, collateral, magazine advertisements and signage.
- » Managed all production art for client orders including the pre-flighting of all graphics files before final print output.
- » Led customer service team in maintaining a high level of customer satisfaction on a daily basis.
- » Developed proprietary and innovative garment decorating processes and techniques increasing brand awareness for our clients.
- » Coordinated with vendors to ensure high quality, timely execution of deliverables.
- » Maintained weekly payroll and booking records.
- » Worked with high-profile international clients including Starbucks, Disney, EA Sports, Nintendo, Android and Golden State Warriors.

Inferno Racing, LLC, Aug 2004 – April 2011

Co-Founder & Creative Director

Began an alternative sports management company with a focus on international elite and professional cycling teams.

- » Collaborated on strategic efforts that aided in attracting high-profile corporate sponsors including Abercrombie & Fitch, 5-Hour Energy Drink, Kenda Tire and Hincapie Sportswear.
- » Developed brand identity and all visual communications including logos, websites, email campaigns, vehicle graphics, collateral, magazine advertisements and signage for teams and athletes.
- » Helped grow team sponsorship revenue from \$10K per year to \$750K per year
- » Created a line of team-branded apparel to heighten public awareness and increase revenue.