

Matt Norton

Art Director

SKILLS

Creative direction,
Art direction,
Adobe Creative Suite,
html + css, FinalCut Pro,
Client presentations,
Microsoft Office suite

EDUCATION

MS in Mass Communication
VCU Brandcenter

BA in Art and Art History
University of South Carolina
Honors College

WORK EXPERIENCE

CustomInk

Freelance Senior Designer | 2017

Implemented updated branding on integrated marketing materials including direct mail, broadcast and digital.

Capital One Brand

Senior Art Director | 2016-2017

Creative lead for Capital One Company Store. Directed photo shoots for advertising materials to promote Company Store. Created multi-channel advertising campaigns that led to increased sales of over 70% including multiple products being sold out within a week. Illustrated storyboards for video projects.

Padilla

Freelance Art Director/Writer | 2015-2016

Wrote and designed emails for the Department of Rail and Public Transportation. Created advertising materials for the Children's Hospital of Richmond. Assisted on design and development of decks for new client pitches. Created social media campaigns for Bridgestone Tires and the Mayo Clinic.

Virginia Commonwealth University

Adjunct Professor | 2013-2015

Taught Art Direction to undergraduate students. Developed lesson plans and projects tailored to each class. Facilitated project critiques and class discussions.

Barber Martin Agency

Senior Art Director | 2013-2015

Creative lead for Bassett Furniture. Responsible for the concept and design for regular multi channel advertising campaigns promoting Bassett furniture. Mentored junior designers. Responsible for approving work from junior designers for assigned clients. Designed and coded regular promotional emails. Assisted on video editing for web and broadcast spots. Presented creative materials to clients.

The Travel Channel

Freelance Art Director | 2012-2013

Created print and digital advertising for various programs. Worked on social media campaigns to promote the Travel Channel brand and individual programs.

Capital One Bank

Art Director | 2010-2012

Helped lead concept development for micro-site and online tools for checking account transitions. Created direct mail, print and digital advertising for banking products.

Crispin Porter + Bogusky

Art Director Intern | 2010

Assisted on concepts and design for clients including Domino's Pizza, Best Buy, B Cycle, Old Navy, and American Express. Worked on creative materials for a successful new business pitch for Kraft Mac & Cheese.

The State Newspaper/Spark Advertising

Creative Services Designer | 2004-2007

Creative lead for digital advertising. Created digital advertising standards. Developed print, digital and broadcast advertising for internal and external clients.

Carolina Retail Packaging

Art Department Supervisor | 2000-2004

Led a team of designers on marketing and branding projects. Developed brand identities for external clients. Created marketing materials for various products. Designed new packaging materials for internal and external clients.