

Matt Tolman

GRAPHIC DESIGN

E: matt.tolman@matttolmandesign.com
P: (208) 859 - 9974
W: matttolmandesign.com

Skills:

- Expertise in design, layout, and typography
- Proficient in marketing collateral, merchandising, and packaging
- Strong organizational skills to manage multiple projects at once
- Keen eye for eye catching collateral generating customer sales improvements
- Extensive experience dealing with clients and creating a differentiated customer experience
- Strengths in building strong working relationships with corporate leadership to assist with meeting company design goals

Software Skills:

Adobe Flash,	FreeHand,	MS Excel,
Adobe PhotoShop,	MS PowerPoint,	MS Word,
Adobe Illustrator,	QuarkXPress,	Mac OSX
Adobe InDesign,	XHTML,	Windows
Corel Painter,	CSS	

Experience:

Oct '07 – March '11, Nordstrom Product Group, Seattle, WA

- Layout and creation of clothing construction manuals
- Technical drawings of clothing and construction techniques
- Layout and creation of updated clothing measurement manual
- 3D sales floor rendering utilizing upcoming clothing designs

July '07 – Sept. '07, Advaiya Inc., Bellevue, WA

- Created custom MS Word and PowerPoint templates
- Graphically enhanced presentations and collateral
- Internal business identity application

Sept. '01 – Sept. '04, The Benchmark, Boise ID

- Creation of internal signage
- Layout and design of event posters and flyers
- Advised on outside advertisement
- Revised print adds

Sept. '00 – Dec. '00, Infoharvest Inc., Seattle, WA

- Designed web site
- Evolved graphics and usability
- Assisted with creation of wine selection web site

Feb. '00 – Sept. '00, CE2go.com, Seattle, WA

- Designed front-end graphics for web site
- Assisted with management of internal office network

Freelance/Ongoing:

SharkStew Productions, Los Angeles, CA

- Logo Design
- Movie character concept illustrations

Present, BTown Arts Inc., Los Angeles, CA

- Logo Design
- Promotional one-page informational flyer designs

Life's a Jeep Inc., Boise, ID

- Logo design
- Application of business identity

Draftech Inc., Boise, ID

- Direct mailer design targeting commercial home builders

R.E.D. Inc., Boise, ID

- Logo Design
- Application of business identity

Allstar Remodel, Boise, ID

- Updated and reworked existing logo design
- Redesign of primary leaflet flyer
- Application of business identity

R-Tec Corporation, Boise, ID

- Developed a new Logo design targeted for technology marketplace

Gibson Construction, Boise, ID

- Assisted with business identity design
- Informational portfolio booklet design
- Creation of newspaper ads

Feb. '03, Kid Safe Karate, Boise, ID

- Worked with team members on custom logo
- Digitization of final concepts for patches

Feb. '01, Rush Computing Inc., Boise, ID

- Logo design
- Implementation flyers, pamphlets, and ad designs

Education:

Art Institute of Seattle, Bachelor of Fine Arts, Graphic Design, June 2007
Art Institute of Seattle, Associate of Applied Arts, Graphic Design, September 2001