

APPLICANT

TYPE OR PRINT ALL INFORMATION IN BLACK

LAST NAME DeGroot	FIRST NAME Matthew	MIDDLE NAME John	APPLICATION DATE Open	PRECINCT AND ADDRESS ACE-D Creative PO Box 3863 Naperville, IL 60567
ALIASES Creative Coworker and Team Player			POSITION Art Director, Sr. Designer	



EDUCATION Northern Illinois University, Graduation 2001 Bachelor of Fine Arts Emphasis: Studio Art/Design	TECHNICAL SKILL SET Adobe/Macromedia Creative Suites, Quark Xpress, MS Office, Mac OSX and Windows	ASSOCIATIONS AIGA Sigma Chi Fraternity Boy Scouts of America
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PRIOR HISTORY

DUPAGE CREDIT UNION | Art Director, Sr. Designer *June 2004 - Present*

- // Initiate and lead discussions in conceptualizing and executing new campaign and product line promotions that target variable audience demographics and relationships
- // Collaborate with various internal departments to qualify and target marketing challenges and opportunities that arise in the continuously changing financial marketplace
- // Present ideas, concepts and design solutions to creative and non-creative environments
- // Design print collateral, signage, and interactive media consistent with specific advertising initiatives for the seven branch offices/county chartered regions
- // Oversee projects and mentor designers while stimulating independent growth and achievement
- // Produce quality creative campaigns while managing short timelines and maximizing a challenging not-for-profit budget environment
- // Continually develop DuPage Credit Union brand and product identities, while consistently and appropriately applying brand standards to all internal and external channels
- // Design, develop and maintain intranet site in support of internal goals, campaigns and promotions
- // Support the design and maintenance of the credit union website

COMPASS DIGITAL MEDIA | Event, Video and Interactive Media Producer, Art Director *June 2001 - May 2004*

- // Work independently and collaboratively while maintaining respectful, strong working relationships with internal and external multidisciplinary teams
- // Facilitate client/internal planning sessions, anticipate client needs and recommend solutions that promote the consistent assimilation of content and creativity
- // Scope, plan, and maintain project plans, timelines and budgets, while updating teams and Executive Producer with regular status reports
- // Creatively and strategically achieve project goals and objectives, while utilizing effective communication skills to build strong client relationships and ensure client satisfaction
- // Plan, oversee and direct the conception, creation, development and execution of interactive projects including dvd and websites
- // Coordinate all stages of web design and development including wire-framing, information architecture, design layout, back-end and integration
- // Produce multiple video and graphics projects from concept to completion by creating storyboards and script outlines, managing the production team, the procurement and services of contract and direct talent, shoot crews, scriptwriters, designers, animators and editors
- // Reconcile logistics such as vendor quotes/purchase orders, securing venues/obtaining approvals, distribution of layout design, plans and decor, equipment, and transportation
- // While producing corporate events on-site, coordinate, manage and direct all aspects of the event including rehearsal, scripting, audio/visual, technical staff and live talent

NIU PUBLICATIONS OFFICE | Production Assistant *May 2000 - May 2001*

- // Conceptualizing, presenting ideas, designing and outputting final identity solutions and print collateral for organizations within the University and community

FREELANCE | Art Director, Designer *2000 - Present*

- // Independently and collaboratively providing consultative, creative direction and design, while producing conceptual, case specific identity solutions for small businesses

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CLASS _____	CORROBORATION See Witness List	PHONE 815.324.0588
REF _____		