

# Matthew Cormier

34 Karopolios Drive ⊕ Marlborough, MA 01752 ⊕ 508.735.4303 ⊕ [matthew@cormierdesign.com](mailto:matthew@cormierdesign.com)

*Design is my passion.* As an innovative and highly motivated graphic designer/Web developer with a creative approach and an eye for detail, my expertise is demonstrated by consistently providing clients with attractive, effective and cost efficient design solutions.

## EDUCATION:

### MARYMOUNT UNIVERSITY

Bachelor of Arts, Graphic Design

Honors: Dean's List, Barry Gallery Exhibition

Arlington, VA

5/03

## COMPUTER SKILLS:

PC & MAC proficient; HTML, CSS, Dreamweaver, Photoshop, Fireworks, Flash, Illustrator, Freehand, InDesign, Image Ready, QuarkXPress, Microsoft Office, Acrobat, Sharepoint, Final Cut Pro, Premiere, After Effects, working knowledge of PHP

## EXPERIENCE:

### UCompareHealthCare

Front-End Web Designer

Marlborough, MA

7/10 – present

- ⊕ Leading the redesign effort of the UCompare Website; including layout conception, final design and front-end coding
- ⊕ Effectively communicate design expertise to the organization and work directly with Executive and Engineering teams to provide users with an optimal user experience
- ⊕ Strengthen the brand by the creating visually appealing and memorable marketing collateral to complement the site, including HTML email campaigns, corporate stationery and trade show materials

### E-DIALOG, INC.

Contract HTML email & Web Designer

Burlington, MA

5/10 – 7/10

### Monster.com

UX Visual Designer

Cambridge, MA

7/09 – 5/10

- ⊕ Primary design resource for Career Ad Network product
- ⊕ Translate conceptual ideas into engaging visual presentations and design solutions
- ⊕ Create brand-consistent, easy-to-use, attractive and meaningful user interfaces
- ⊕ Communicate design thinking in a way that works for all the parties involved via appropriately detailed specs and reviews
- ⊕ Participate and collaborate in concept development and design ideation to define a creative strategy
- ⊕ Provide design expertise to the organization and work directly with Web Development and Software Engineering to push the boundaries of what's possible on the Web

### The Boston Globe

Sr. Interactive Designer

Boston, MA

9/08 – 7/09

- ⊕ Lead designer and coder of HTML e-mail design solutions for B2B and B2C marketing efforts
- ⊕ Lead designer of Flash and Web-based advertisements
- ⊕ Primary training resource for e-mail design and coding best practices
- ⊕ Provide image and design solutions for Intranet and additional internal applications

### E-DIALOG, INC.

Print & Web Designer

Lexington, MA

5/06 – 9/08

- ⊕ Strategize, concept, design and code HTML e-mail design solutions for B2B and B2C marketing clients including: Avis, Budget, AirTran, Citizens Bank, Network Solutions, NFL, Xerox and Nintendo
- ⊕ Print design and production of internal collateral, trade show graphics and posters, as well as design and production of variable print direct-mail pieces for clients including Snap Travel, NFL and Pernod Ricard

- ⊕ Direct involvement with creative reviews and redesign opportunities for clients, applying proven best practices and presenting recommendations to improve relevancy, messaging and visual appeal
- ⊕ 2008 NEDMA Winner as lead designer for Avis First e-mail marketing campaign

### **UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL**

Worcester, MA

*Web Developer*

9/05 – 5/06

- ⊕ Build and maintain various inter- and intranet web sites for the University in addition to supporting affiliated business partners
- ⊕ GUI design, reformat and customize existing frameworks, and create new sites using HTML and Cold Fusion MX

### **UNIVERSITY OF MASSACHUSETTS MEDICAL SCHOOL**

Worcester, MA

*Multimedia Technology Specialist*

8/03 – 9/05

- ⊕ Lead designer
- ⊕ Administrator for both UMASS Online and Content Manager
- ⊕ Formalized classroom instruction, teaching best practices for the proper use of design software
- ⊕ Interface directly with department heads and Public Affairs to develop campaigns for promoting internal programs
- ⊕ Develop layout design, illustration and branding/identity for print and electronic mediums
- ⊕ Pre-press experience

### **FREELANCE DESIGNER**

11/02 – present

My recreational activities include design as well. I continue building and maintaining my client-base, personally handling design solutions for print, e-mail and the Web.