



Matthew R. Rossana

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Experience

Full-Time:

Cengage Learning

Farmington Hills, MI
Senior Web Designer
Jan. 2009 – Present

Produced visual comps, wireframes and XHTML/CSS/Javascript deliverables for the creation of e-learning websites while working with other designers, product managers and VP-level stakeholders to set branding and design standards. Worked closely with programmers to integrate code into content management system templates and ensure accurate design implementation. Collected and incorporated feedback from usability tests to improve the overall user experience and aesthetic appeal of all interactive products.

Campbell-Ewald Advertising

Warren, MI
Multimedia Art Director
Nov. 2007 – Dec. 2008

Acted as digital leader and educator for Campbell-Ewald Digital across departments and accounts. Created production design concepts for several brand launch and automotive point-of-sale projects. Lead creative direction for interactive engineering team, provided mentorship to junior staff, and effectively lead User Interface, Information Architecture, standards compliance, and accessibility concerns for Chevrolet Digital Creative team initiatives.

Detroit Media Partnership

Detroit, MI
Project Leader/Supervisor, New Media
Sept. 2004 – Nov. 2007

Oversaw creative execution and development of New Media projects from conception to completion, while maintaining and facilitating correspondence between departments, management and production. Acted as consultant on online ad operations and participated in many venture groups to develop new products, increase online audience and enhance branding.

Red Diamond Design

Troy, MI
Art Director
March 2002 – Sept. 2004

Contract:

AIGA Detroit

Board Member
Interactive Director
June 2011 – Present

Kunoichi, Inc.

Chicago, IL
Multimedia Art Director
Dec. 2008 – Present

Select Clients: Hasbro,
Codemasters, Shaun White.

College for Creative Studies

Detroit, MI
Web Design Instructor
Sept. 2007 – Sept. 2008

JWT Specialized Communications

Chicago, IL
Web Designer
July 2005 – Jan. 2007

Designed and built corporate careers-based web sites. Participated in corporate brand discussions and worked to maintain corporate identity in design and presentation of interactive products.

Select Clients: GM, Nissan,
Astra-Zeneca, Hilton,
Wellstone Communities,
Providence Health.

Digital Skills and Capabilities

Software: Proficient in Adobe Photoshop, Imageready, Illustrator, Dreamweaver, Word, Excel, PowerPoint, Basecamp and many wireframing utilities. Familiar with Adobe Flash, Fireworks, MS Project, and Wordpress. Highly adaptive to new technologies, online trends, and social media.

Platforms: Mac OSX, Windows

Languages: HTML / CSS, Javascript, PHP.

Education

Kalamazoo College

Kalamazoo, MI
Bachelors of Fine Art
Studio Art

References available upon request.