



Matthew R. Rossana

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Experience

Full-Time:

Gale/Cengage Learning

Farmington Hills, MI
Web Designer
Jan. 2009 – Present

Created design of e-learning websites while working with other team members to set branding and design standards. Used XHTML, CSS, and Javascript to build websites and worked closely with programmers to integrate code into content management system templates. Utilized feedback from focus groups to enhance user interface experience and aesthetic appeal of all 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:

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

Platforms: Windows 9x/me/xp/nt, Mac OSX
Software: Proficient in Word, Excel, PowerPoint, Outlook, Visio, ACT! , Adobe Photoshop/Imageready/Illustrator, Quark xPress, Dreamweaver, and Basecamp. Familiar with Adobe Flash, Fireworks, MS Project, and Wordpress. Highly adaptive to new technologies, online trends, and social media.
Languages: HTML / CSS, Javascript, PHP.

Education

Kalamazoo College
Kalamazoo, MI
Bachelors of Fine Art
Studio Art