



Matthew Willis • 1409 E. North St. • Tampa FL 33604 • 727.418.5085 • matthew@em-w.com

GOALS

- Establish a design position utilizing both print and web experience.
- Provide mastery of design and page layout applications.
- Coordinate design projects for print and web.
- Utilize strong artistic and written skills to provide creative solutions.
- Provide IT and Photography services as needed.

SOFTWARE EXPERIENCE

- Quark/InDesign
- Photoshop
- Office
- Filemaker
- Illustrator
- Wordpress
- Flash
- Dreamweaver
- XHTML/CSS
- Fireworks
- Freehand
- SEO

EMPLOYMENT HISTORY

4 Wheel Online

October '10 - Present

- Use creative writing, SEO experience, design and web development skills and other resources to build, refine and maintain 4wheelonline.com, petstreetmall.com and other websites.
- Write search engine-friendly copy and otherwise structure web pages for SEO. Write content for multiple pages offering similar auto parts and pet products. Make sure that 4 Wheel Online, Pet Street Mall and other company sites maintain competitive positioning in search engine results.
- Prepare for and participate in weekly staff meetings where marketing campaigns are strategized, SEO standards and trends are discussed and design techniques are shared.

Web and Print Designer

July '09 - October '10

- Provide web and print design services to various clientele, including Dr. Ann Nielsen (www.sharinglovelight.com), Otis and the Old School Band (www.myoldschoolband.com), and technical illustrations and instructions for Applied Media Technologies Corporation.

Brown & Brown Insurance

July '06 - July '09

- Conceptualize and implement clients' print-based communication materials: benefit guides, enrollment reminder postcards, "important phone numbers" wallet cards and magnets, benefit announcements flyers and posters, and mailings.
- Produce client's web-based communication materials: html-based mass emails, animated web-based audio/video overviews of clients' employees benefit options.
- Coordinate print production: work with outside print vendors to coordinate printings, bid upcoming jobs and recommend vendors, manage spec requirements for different vendors.
- Maintain company website, www.bbpinellas.com.



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EMPLOYMENT HISTORY (continued)

Independent Consultant

March '04 - July '06

- Provide Macintosh and other technology- and design-based consultation services to a broad and varied client base .
- Projects included: print and web design, implement cross-platform network solutions, migrate files and software to upgraded hardware, develop Filemaker applications, disaster recovery, website development and software training.

Cedco Publishing, Inc.

March '01 - March '04

- Lead graphic designer. Provide production art and design assistance as needed.
- Produce company newsletter.
- Provide First-tier IT support for design team.

Mervyn's Inc.

January '00 - March '01

- Computer Support, IT Specialist, responsible for installation and maintenance of Macintosh, design-based end-user hardware, software and operating systems.

Osborne/McGraw-Hill

December '98 - January '00

- Designer and production artist.

Aquent Partners and Freelance Work

April '96 - December '98

- Designer/production artist/IT specialist.
- Projects included: Digital Graphics Advantage (designer), NFO Research (Mac support consultant), Microprose (production artist), Design Sciences (website artist), Post Script Press (pre-press technician), Klise Sisters, Inc. (book designer), Community at Work (graphic artist).

Kinko's

May '95 - April '96

- Lead desktop publisher
- Provide hardware/software troubleshooting, training co-workers and providing assistance in self-service computer area.

EDUCATION

Hampshire College

Fall 1989 - Summer 1992

- Undergraduate at Hampshire College in Amherst, Massachusetts. Liberal Arts studies focusing in philosophy, fine art, computer graphics and design.
- Currently training for 1DO-520 CIW Site Designer Certification.
- Member on lynda.com, focusing on CSS, HTML, Dreaweaver, Flash and Fireworks courses.