

# Matthew Bordey

Senior Designer / Art Director

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## Profile

Highly creative and multitalented Designer with extensive experience with design. Exceptional collaborative and interpersonal skills, dynamic team player with well-developed written and verbal communication skills.

Accustomed to performing in deadline-driven environments. Always fond of learning new and emerging technologies.

## Education

Platt College - Los Angeles, CA - Associate Degree in Graphic Design

Glendale Community College, Glendale, CA – Typography

## Proficiencies

Adobe Photoshop

Adobe Flash

Subversion

Adobe Indesign

Adobe Dreamweaver

CSS

Adobe Illustrator

Coda / BBEdit

Javascript

## Experience

### Senior Design Consultant, Beyond Commerce, Inc. - Henderson, NV - 07/09 -10/09

- In charge of creative direction for the various divisions of Beyond Commerce.
- Increased site visibility and traffic by 20% by designing, setting up and implementing a corporate news site and blog using wordpress.
- Trained content editors to use wordpress to easily edit and add new content.
- Increased email click-through ratings and conversions and reduced dropoff rate by setting up and re-designing email marketing campaigns
- Provided insight into best UI practices and design, which helped the brand push its online marketing initiatives.

### Lead Designer - Shopit Inc - Los Angeles, CA - 06/07 - 07/09

- In charge of the overall look and feel of the Shopit.com website redesign.
- Worked in conjunction with Development, Marketing and Management teams to fulfill project goals.
- Designed Shopit Widget, which was used to promote and sell products by users and several artists on their social networking sites.
- Created spec docs for various site initiatives to illustrate usecases and scenarios.
- Created presentation decks and graphics to present to potential site investors.
- Mentor and help assist Jr. Designers in implementing designs to the website
- Shopit community grew from 150,000 users to 800,000 in 18 months

### Sr. Web Designer / Developer - Network Automation Inc - Los Angeles, CA - 03/05 - 02/07

- In charge of the re-design and maintenance of their corporate website.
- Created software icons, web graphics, packaging, promotional and booth and truss graphics.
- Developed an application using coldfusion to easily maintain and integrate into a fully functional and Interactive User Resource Center which boost overall user activity on the site.

### Ad Producer / Desktop Publisher - SBC/DGA - Anaheim, CA - 04/04 - 03/05

- Produced, created and approved ad banners for various SBC Smartpages clients.
- Crop, resize, and clean up submitted. client images and optimize them for usage on the web.
- Converted banners to spec standards in accordance to various site changes.

## References

Available upon request