

Matt Siegert

creative • production • illustration

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OBJECTIVE

To obtain a fun, creative, and challenging career.
Where I work on detailed projects that drive my creative energy.

EDUCATION

Northern Kentucky University
Graphic Design / B.F.A. - July 1998

Kentucky Tech
Commercial Art / Illustration - December 1992

ACTIVITIES

youth soccer coach 1991 - present (national E license)
photography, drawing, soccer, coaching,
camping, hiking, house renovations,
hanging out with my family and enjoying life

DESIGN SKILLS

Photoshop	●●●●●●●●●●●●●●●●●●
Illustrator	●●●●●●●●●●●●●●●●●●
Indesign	●●●●●●●●●●●●●●○○○○
Esko Studio 3D	●●●●●●●●●●●●○○○○○○
Adobe Animate	●●●○○○○○○○○○○○○○○○○
PowerPoint	●●●●●○○○○○○○○○○○○○○
Drawing	●●●●●●●●●●●●●●●●○○
Production	●●●●●●●●●●●●●●●●●●
Typography	●●●●●●●●●●●●●●●○○○
Brainstorming	●●●●●●●●●●●●●●○○○○
Concepting	●●●●●●●●●●●●●●○○○○

PERSONAL SKILLS

Communication	●●●●●●●●●●●●●●●○○○
Multi-Tasking	●●●●●●●●●●●●●●●●○○
Creativity	●●●●●●●●●●●●●●●○○○
Organizing	●●●●●●●●●●●●●●●○○○

WORK EXPERIENCE

SGS 2019-

Design Director / Illustrations / Mock-ups

- lead the creative direction of design concepts and ensure the brand identity and values are met.
- create 3D renders and Illustrations for design concepts.
- oversee and ensure efficient adaptation and error-free implementation, manage client questions.

COHO 2018-2019

Production Design / Illustrations / Mock-ups

- create design concepts for new and existing products.
- oversee the creative direction for the 3D renders and Illustrations.
- ensure efficient adaptation and error-free implementation.

LPK 2006-2018

Designer / Design Adaptation Director: ownership of Always (2016-2018)

Designer / Design Adaptation Director: ownership of Anheuser Busch (2012-2018)

- create design concepts for new and existing products: carton, logos, clothing apparel, patterns, business needs.
- create 3D renders and Illustrations for design concepts: using Esko Studio 3D and Photoshop.
- lead the development, refinement and execution of design solutions while ensuring printability and product excellence.
- manage client and vendor questions to ensure a smooth and successful project.
- create large format prints and mock-ups to ensure overall design and color.

Innovation Designer and Renderings: Kelloggs (2012-2018)

- create 3D renderings of new food products for client focus groups and create new packaging ideas.

Designer / Design Adaptation Director: ownership of WE and GC Olay (2006-2012)

- oversee adaptation and error-free implementation ensure the brand identity and values are met.
- lead the development, refinement and execution of design solutions while ensuring printability and product excellence.
- manage client questions and coordinate with outside agencies and vendor's to ensure a smooth and successful printed project.
- attend print runs in Europe to provide brand direction and consultancy to the client and printers.
- support the design team and deliver creative solutions when needed and oversee the rollout of final design to all SKU's.