



# MATT TINCUP

ART DIRECTOR & GRAPHIC DESIGNER

## EMAIL

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## PHONE

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## PORTFOLIO

www.talkdesigntome.com

## EXPERIENCE

### **VMware - Senior Designer**

*February 2019 - Present, Palo Alto, CA*

- Responsible for creation and concepting of brand ads, marketing campaigns and launches for both consumer facing clients and internal initiatives
- Projects worked on include print, digital, out-of-home, and convention/event branding
- Review work from outside vendors to ensure brand consistency and style

### **Walmart E-Commerce - Senior Designer**

*January 2018 - February 2019, San Bruno, CA*

- Responsible for creating email marketing campaigns for walmart.com including seasonal campaigns, and new product launches, along with their everyday low prices.
- Create site assets for walmart.com with a focus on the entertainment category

### **Grey San Francisco - Designer**

*July 2015 - January 2018, San Francisco, CA*

- Responsible for creating Social Media (Facebook, Twitter, Instagram) posts, Web banners (animated and static), and other digital advertising for clients Norton, and UCHealth
- Work with Art Directors and Creative Directors to create digital, print, and out of home pieces for clients including Fitbit, Norton, Graffigna, Deadbolt wines, the Salt Institute, UCHealth and SunEdison

### **Giant Creative - Production Artist**

*December 2012 - July 2015, San Francisco, CA*

- Lead Studio Artist for agency client Shire, and the ADHD drug Vyvanse
- Ensure the accuracy of all print and digital pieces. Prepare files for prepress and ensure brand guidelines and style are maintained throughout all pieces

### **Kane & Finkel Healthcare Communications - Junior Designer**

*October 2010 - October 2012, San Francisco, CA*

- Collaborate with creative directors in creating concept pitches for new clients
- Design and produce advertisements, brochures, and instructional pamphlets for clients including Gilead, Bayer, and Retin-A-Micro

## EDUCATION

### **The Art Institute of California - San Francisco.**

*B.S. Graphic Design, September 2010*

## QUALIFICATIONS

- Skilled in Photoshop, Illustrator, InDesign, Sketch, After Effects, and Premiere
- Familiarity with Word, PowerPoint, Keynote and Excel
- Experience in high volume, quick turnaround business models
- Ability to organize ideas and concepts into one clear, identifiable product
- Highly effective communicator in team settings