



HELLO! MY NAME IS MATTHEW COGSWELL.

I'm an award-winning creative director with over a decade of experience in design, visual metaphor, branding, strategy & commerce-driven design savvy. I'm intensely creative, incredibly hard-working & I'm available!

I WANT TO WORK WITH YOU.

STRATEGIC CONSULTANT • CREATIVE DIRECTOR • DESIGNER

Branding & Brand Strategy	Print & Online Design / Production
Campaign Development	Apps & Multitouch Design
Team Leadership	Usability & Process Enhancement

ART CENTER COLLEGE OF DESIGN

Bachelor of Fine Arts { grad; April 1999 }

- + Graduated with Distinction (summa cum laude)
- + 70% Scholarship upon entrance
- + Work featured in student gallery & collected by professors
- + Final project acquired by The National Gallery of Art

{ references & portfolio samples available upon request }

EDUCATION

- + Work exhibited in the permanent collections of the following museums: **The Metropolitan Museum of Art**, NY; The Gröenwald Collection at the **UCLA/Hammer Museum**, Los Angeles; **The Huntington Library**, San Marino; & **The National Gallery of Art**, Washington DC
- + Web Marketing Association, W3 awards, Pixel Awards - People's Choice
- + Published in numerous print annuals & anthologies, including "Festive; the art & design of promotional mailing" by Rotovision
- + Awarded Adjunct Professorship at Art Center College of Design

RECOGNITIONS

INDEPENDENT CONSULTATION & SOLUTIONS ARCHITECTURE

Matthew Cogswell { 2011 - Current }

- + Working as an independent Creative Director, Consultant & Solutions Architect across all media [multimedia & commerce-focused]
- + Currently rearchitecting Blackberry's online commerce design & strategy
- + Currently creating mobile app for Levi's allowing for in-depth connection between consumers & product stories while reducing packaging needs

EXPERIENCE

CREATIVE DIRECTOR

Rhino Entertainment / Warner Music Group { 2008 - Aug 2011 }

- + Responsible for concept, creative, usability, & brand clarity across all platforms for all artist brands, consumer sites & social media representations throughout RHINO & its catalogue
- + Repositioned, clarified & revised the RHINO brand as well as managed complete site redesign for rhino.com, enabling single-track download & multiformat purchase & organization
- + Conceived & created consumer products, organized & directed photoshoots & managed assets for creative team, streamlining the design process & increasing consumer engagement
- + Led creative team, managed departmental budgets, reviewed contracts, interfaced closely with marketing & PR to conceive & execute strategies
- + Achieved the following increases: **Conversion Rate:** 700%, **Revenue:** 300%, **Go-To-Market Efficiency:** 300%, **Net Margin:** 200%, **Average Order Value:** 150%, **Acquisition:** 500%
(all the above values are in contrast to a 20% average industry decrease)
- + Achieved the following decreases: 20% **drop in customer service inquiries**, 40% **drop in cart abandon rate**

SR. ART DIRECTOR - DIGITAL MARKETING

Trailer Park { 2007 - 2008 }

Clients included: *20th Century Fox, Paramount, Universal, Focus Features, Warner Brothers, Frank Sinatra Enterprises, Walt Disney, Home Shopping Network*

- + Managed creative team, ensuring project quality, deadline fidelity & development integration
- + Interfaced with media vendors regarding fulfillment strategy & solutions, as well as with tech partners on projects & future digital marketing initiatives
- + Provided strategy & implementation with regards to creatively circumventing project limitations (technological & budgetary)

FOUNDER & OWNER

Opus Studios { 2004 - 2007 }

Clients Included: *The Hollywood Foreign Press Association & The Golden Globe Awards, Ascent Media, Princess Cruises,*

- + Independent consultation & design
- + Oversaw all aspects of business & design including client interface, design process & procedure, quality control, account negotiation, client satisfaction, strategy & consultation
- + Repositioned the HFPA. Created the program for the 2006 Golden Globe Awards, & increased the HFPA's brand appeal

CO-FOUNDER - ART DIRECTOR - DESIGNER

Deaf Eye - Cross-Media Integration { 2000 - 2004 }

Clients Included: *Academy of Motion Picture Arts & Sciences, Princess Cruises, Ascent Media, Los Angeles Chamber of Commerce*

- + Oversaw all aspects of business including client interface, design process & procedure, quality control, team management, account negotiation & client satisfaction
- + Branded Academy of Motion Picture Arts & Sciences' programs, including the 75th Anniversary year-long celebration culminating in Academy Awards® & AMPAS Annual Report, & The Academy Foundation's "Visiting Artists Program"
- + Critically managed, supervised & rebranded Encore Visual Effects' identity & marketing collateral
- + Restructured Princess Cruises' direct mail marketing campaign design & information architecture resulting in a drastic increase in conversion

ADJUNCT PROFESSOR

Art Center College Of Design { 2004 }

Art Institute of California { 2002 - 2004 }

- + Taught experimental & expressive typography (evenings)
- + Taught multi-level courses in typography, design & visual metaphor
- + Redesigned curricula for graphic design track with emphasis on typography, concept, expression, development & visual communication

