

Matt Santoro

www.mattsantoro.com

bigpicture@mattsantoro.com

917.207.8094

Experience

Freelance

- **Archibald Ingall Stretton**
 - **McKinsey**
- NYC, February 2011 – Present

Direct Brands Inc.

Art Director

NYC, May 2003 – February 2011

- interactive design work and art direction for Doubleday Books, Columbia House, BMG Music, Yourmusic.com and BOMC2
- formulated and designed visual ideas for corporate web sites, mobile apps, interactive mailers, site interaction, static and flash ad banners/site features
- art direction for the Direct Brands Inc. interactive design team
- managed designers and multiple project design schedules

Deutsch Inc.

Art Director

NYC, January 2003 – May 2003

Fuel NA

Art Director

NYC, November 2002 – January 2003

Siegel & Gale

Senior Interactive Designer

NYC, March 2000 – October 2002

Rochester Democrat And Chronicle Newspaper

Senior Interactive Designer

Rochester, NY, November 1998 – February 2000

Xerox

Interactive Designer

Rochester, NY, 1996 – 1997

Skill Set

Interactive Design – Visual Layout, Graphical User Interface, Navigational Design, Illustration, Icon Design, Logo Design/Branding, Banner Ads / Email Ads, Flash, Mobile App Design

Front-End Web Development – HTML / XHTML, HTML5, CSS, CSS3, JavaScript, Flash, SEO/SES, WordPress

Software – Dreamweaver, Photoshop, Flash, Fireworks, ImageReady, Illustrator, Acrobat, InDesign, FTP/SSH

CMS / eCommerce – WordPress, CRE Loaded, LiteCommerce, Mercantec SoftCart, ShopFactory, Volusion, ZenCart

Education

Rochester Institute of Technology

Graphic Design/Illustration

1993 – 1995

Art Institute of Pittsburgh

Visual Communications

1990 – 1993

Clients

Doubleday Books

BOMC2

Columbia House

BMG Music

Yourmusic.com

Volvo

Zyrtec

Citibank

Mirant

EStudio Networks

Vividot

Ellerbe Becket

American Express

Dow

Assouline

Gillette

Lasker Foundation