



GEOFF MATHESON

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EDUCATION

2003 – 2005 **THE PRATT INSTITUTE • BROOKLYN, NY • COMMUNICATIONS DESIGN**
2001 – 2003 **THE DELAWARE COLLEGE OF ART & DESIGN • WILMINGTON, DE • GRAPHIC DESIGN**

EXPERIENCE

2016 – 2017 **MÖBIUS NEW MEDIA • WILMINGTON, DE • WWW.MOBIUSNM.COM**

UX/UI Design, Front-end Web Development, Brand Identity Design: Designing & developing websites, primarily in WordPress, for clients across varied vertical markets, with a focus on the users' experience — their needs & goals; providing the most effective & intuitive design, ultimately resulting in the intended goals & objectives.

2014 – 2016 **BARCLAYCARD / AQUENT • WILMINGTON, DE • WWW.BARCLAYCARDUS.COM**

Art Direction, Graphic Design, Front-end Web Development, UX/UI Design, Marketing & Business Development: Working with Barclaycards' partner brands—Apple, American Airlines, JetBlue, NFL, L.L.Bean, et cetera—to design & produce their print & web creative marketing materials—websites, emails, brochures, posters & other applications. Working on open-market based campaigns & internal initiatives. Working with the business development team to design & produce unique & creative proposals consisting of unique physical & digital presentations. Interfacing with the Executive Committee—directly under & for the CEO—developing an intranet site communicating & tracking a long-term, goal-oriented initiative, designed using HTML5, CSS3, jQuery, Bootstrap, Materialize, et cetera.

2001 – 2017 **GEOFF MATHESON STUDIO • WILMINGTON, DE • WWW.GEOFFMATHESON.COM**

Freelance & Contractual Graphic Design, Web Design & Development: Multiple design & development services provided for a range of clients, including agencies, large corporations & small businesses. Work includes: brand identity, logo, stationery, brochure, package & website design; web development fluency in HTML5, CSS3, responsive layouts, jQuery, WordPress, PHP, Flash & ActionScript.

2006 – 2008 **STRUCTURAL GRAPHICS • ESSEX, CT • WWW.STRUCTURALGRAPHICS.COM**

Graphic & Dimensional Designer, Production Artist: Responsibilities included designing, preparing, producing & evaluating quality for all aspects of the job during the design & production process. Responsibilities also involved various tasks in all areas of design, production, sales, marketing & assembly, including going to press & die checks. Involvement in the company consisted of numerous training sessions with Structural Graphics University, learning about commercial printing & innovative printing techniques.

2005 – 2006 **OAK KNOLL PRESS • NEW CASTLE, DE • WWW.OAKKNOLL.COM**

Art & Marketing Director: Responsibilities included everything involved in the design & marketing of fine press books for this international, specialty niche publisher. Jobs included design of marketing & promotional pieces, advertisements, book design, typographical design, web design & marketing programs for all books & mailers.

2003 – 2004 **WORLD WIDE DREAMS • NEW YORK, NY**

Graphic & Dimensional Design Intern: Responsibilities included graphic design & production for commercial clients—WalMart, Target, et cetera. Jobs included hangtags, patterns, displays & other related dimensional design.

QUALIFICATIONS

- UX/UI expert with experience including wireframing, creating end-to-end user pathways, & analyzing user behavior.
- Front-end web design & development expert; experienced with responsive layout design & development; fluent in HTML5, CSS3, JavaScript, jQuery, Bootstrap, Materialize, WordPress theme development, PHP, Google Material Design, Google Analytics, CPanel & more.
- Proficient on Mac & PC platforms; most applications & web tools, including: Adobe CS/CC, Adobe Experience Manager, WordPress, Coda, Sublime Text, MS Office, Google Chrome Developer Tools, FireFox FireBug, GitHub, CodePen & more.
- Knowledge & expertise in web best practices—with the ability to develop, organize & maintain files in accordance.
- Experienced with SEO (& SEM) & the associated best practices.
- Basic understanding & completion of Agile & Scrum workshops.
- Adept at learning quickly & proficiently with an innate problem solving capability.
- Ability to communicate & work well as part of a team.
- Experienced as a small business owner & director with the ability to delegate & prioritize tasks.
- Strong design & typographic aesthetic & understanding.

ACCOMPLISHMENTS

- Barclaycard Annual Marketing Award for role in acquiring JetBlue as a partner. January 2014.
- Slide Show Pro Excellent Website Award for baiadaphotography.com. March 2010.
- Gold Ink Award, 2008. Awarded to Structural Graphics.
- Hermes Creative Award Gold Winner, 2008. Awarded to Structural Graphics.
- The 14th Annual Communicator Award, 2008. Awarded to Structural Graphics.
- Spark Magazine, 2nd Anniversary Issue, cover photograph contest winner, 2006.
- The Advertising Club of Delaware Award & Scholarship. Best in Graphic Design, 2003.