[m]

[e]ducation

BACHELOR OF FINE ARTS
CONCENTRATION IN GRAPHIC DESIGN
Graduated With Honors
East Carolina University
August, 1994 - May, 1998

[a]wards and certification

BLUE DIAMOND OF THE YEAR,
BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA
Employee of the Year award for Major Group Division of 1400 employees.
2004

PROFESSIONAL, ACADEMY FOR HEALTHCARE MANAGEMENT
Accreditation for industry knowledge.
November, 2003

[e]xperience

4105 DESIGN, LLC
(formerly SMALL AXE INNOVATIONS)
OWNER/MANAGER
Wilmington, NC
May 1998 - present

- Identity design
- Design, pre-press preparation and production management of printed and promotional materials
- Web site development and management, SEO (Search Engine Optimization) and SEM (Search Engine Marketing)
- Digital illustration and photo manipulation
- General creative services

MANAGER, WEB & COMMUNICATIONS
BLUE CROSS BLUE SHIELD OF SOUTH CAROLINA
Columbia, SC
October, 2007 - November, 2009

WEB ADMINISTRATOR
October, 2004 - September, 2007

MULTIMEDIA SPECIALIST
April, 2002 - November, 2004

- Manage, art direct, design, edit and/or plan the development of marketing and promotional materials (print, multimedia, Web)
- Interact with various departments to gather and define Web and communication requirements, manage projects through completion
- Manage Web application initiatives including recommendation development, requirements definition, testing, implementation and training
- Manage Web content utilizing various content management applications
- Make presentations to both internal and external audiences, often in a sales and/or executive environment
- Maintain brand and standards compliance across communications and Web components
- Troubleshoot Web issues for internal and external constituents
- Manage staff of four

ART DIRECTOR
US GRAPHICS, INC.
Norfolk, VA
December, 2000 - March, 2001

ART SUPERVISOR
February, 1999 - December, 2000

STAFF DESIGNER
July, 1998 - February, 1999

- Concept development and design of screenprinted and embroidered apparel
- Design and production management of promotional materials (catalogs, cut sheets, tradeshow booth, mailers)
- Web site design, development and management

continued

matt.evans

4105 Waylon Road Wilmington, NC 28411 910 319.7079 evansmw@ec.rr.com mattwevans.com

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continued

[e]xpertise

GENERAL
Extremely organized, diligent and motivated; very comfortable with deadline driven assignments and multitasking in both individual and team environments

DIGITAL
Proficient with both Mac and Windows platforms and the conversion of files and volumes between and for the two; Mac OS preferred

Very proficient with standard design applications: Adobe Creative Suite (especially Photoshop), Adobe Acrobat, Quark XPress, Macromedia Freehand; very proficient with Microsoft Office products

Proficient with digital photography, retouching and alteration

PRE-PRESS & PRINT MEDIA
Experienced with designing for a variety of printed media

Well-versed in pre-press production protocol and technique

Extremely comfortabe with the design and production techniques associated with screenprinted materials

WEB & INTERNET MEDIA
Proficient with HTML, CSS and usability standards; working knowledge of Javascript

Very experienced with Adobe Dreamweaver; working knowledge of other WYSIWYG HTML editing applications; very experienced with a number of Content Management Systems including Ektron eWebEdit Pro, IBM WebSphere Content Manager, Lotus QuickPlace

Comfortable with interactive interface design and multimedia development for Web or CD-ROM delivery; working knowledge of Adobe Flash, proficient with Macromedia Director and MS PowerPoint, as well as cross-platform CD-ROM production, optimization and distribution processes

PROMOTIONAL MEDIA
Very comfortable with writing and editing requirements

Experienced in identity development and brand management

[r]eferences

DEEPAL ELIATAMBY, P.E.
President
Alliance Consulting Engineers, Inc.
803 779.2078 deliatamby@allianceCE.com

SARAH MARTIN
Manager, Product Development/Market Research
BlueCross BlueShield of South Carolina
803 466.8866 sarah.martin@bcbssc.com

MIKE STOKES
Owner
Flying Fish Screen Printing, Inc.
252 441.1839 flyingfishtshirt@embarqmail.com

matt.evans

4105 Waylon Road Wilmington, NC 28411 910 319.7079 evansmw@ec.rr.com mattwevans.com