

I am an outstanding  
creative professional

# matt d'angelo

with considerable experience in print, interactive and broadcast media. With my rock-solid strategic, conceptual and production skills, I have earned recognition by developing effective, integrated marketing communications for a wide variety of clients.

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## ART DIRECTOR

StormFrog, Inc.  
Rochester, NY (Victor)

12, 2006 – Present

Acclaimed Art Director for web development firm providing customized web solutions. Collaborates with ad agencies and clients to plan, manage and design compelling marcom. Involved in branding, interactive, print and video.

**Clients Included:** Baush & Lomb, BlueCross BlueShield, DirecTV, Energizer, jetBlue, Kodak, MasterCard, NBC, Nestle, Norwegian Cruise Line, Sony Playstation 3, Versus, Wegmans, Xerox

## CREATIVE MANAGER

LogicalSolutions.net  
Rochester, NY (Brighton)

05, 2005 – 10, 2006

Award-winning Creative Manager for an industry leader in internet solutions. Responsibilities included: client relations, creative design concepts, UI designs, motion graphics, CSS specs, managing creative with outsourcing partners, etc

**Clients Included:** Constellation Brands, Frontier, Greater Rochester Enterprise, High Falls Brewery, Jim Beam Brands, Nazareth College, Roberts Wesleyan College, Stratmosphere, Wilmorite

## ART DIRECTOR

Archer Communications, Inc.  
Rochester, NY

08, 2003 – 05, 2005

Award-winning Art Director for ad agency with strong focus on brand positioning, brand development and integrated marketing communications. Designed print and interactive projects. Managed design staff members.

**Clients Included:** ABVI-Goodwill, CommNet Marketing, Crowne Plaza Hotel, Eldre, Kodak, Mark IV Construction, Parlec, St. John Fisher College, Uneeda Birkenstock, Zeller

## MULTIMEDIA DIRECTOR

Quantum Communications, Inc.  
Rochester, NY

03, 2001 – 04, 2003

Multimedia Director for full-service advertising agency that specialized in web design, print, corporate identity, and broadcast media. Created advertising for various clients in automotive, health care and retail industries.

**Clients Included:** Ametek Power Instruments, Chef Direct, Dick Ide Pontiac/Honda, Hilton East, Riverside Chevrolet, Scott's Photo, Shinkawa, Simcona, Thales-Optem, Uniform Village

## ADJUNCT PROFESSOR

Monroe Community College  
Rochester, NY (Brighton)

10, 1999 – 01, 2001

Taught college-level web design. Was responsible for demonstrating the real-world techniques and practices of web designers. Held lectures and created tutorials, quizzes and exams.

## GRAPHIC DESIGNER

Westley Associates, Inc.  
Rochester, NY (Penfield)

11, 1997 – 02, 2001

Produced many print collateral campaigns for financial institutions, colleges and organizations as well as consumer packaging for the food industry.

**Clients Included:** Bausch & Lomb, D'Lisi Food Systems, Kodak, Oppenheimer Funds, RayBan, Solition, SUNY Brockport

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Account Executive Sales Course  
BFA Graphic Design  
AAS Visual Comm. Technology

2002 Quantum Communications, Inc.  
1999 Rochester Institute of Technology  
1997 Monroe Community College

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"Matt demonstrated excellent leadership with his clients and peers, confirming that he was a difference-maker."

– Leo Linder, LogicalSolutions.net

"Matt has the eye of an art director, the brain of a marketing manager, the attention to detail of a project manager, and a positive, professional attitude that makes working with him a rewarding experience."

– Adam Kranitz, Online Marketing Consultant

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585 4148406

138 KINIRY DRIVE | ROCHESTER, NY 14609-3030 | WWW.DANGELODESIGN.COM | MATT@DANGELODESIGN.COM

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