

# MATT GRIFFING

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griffingdesign.com

## EXPERIENCE

### Web Designer | 11/2015–present

DS Solidworks, Waltham, MA

#### Work Responsibilities

- Collaborated with the members of the education and digital teams to improve the education section of the DS Solidworks website
- Mapped existing pages and reviewed user data
- Restructured the information architecture and created new page designs to improve navigation, leverage compelling content, and blend the new pages with the existing commercial sections
- Built new first, second, and third level pages with the content management system and created graphic banners for new pages

### Graphic Designer, Web Developer, Photographer | 12/2007–present

Griffing Design, Belmont, MA

#### Work Highlights

- Designed event collateral for conferences cosponsored by John F. Kennedy Library & Museum
- Created a template for educational wildlife cards for Boston Harbor Islands National Park Area
- Collaborated with youth to design a logo for Stewards of the Future
- Designed and built websites for AudioDave, Emmanuel Church, and Orpheus Singers

#### Past and Current Clients

AudioDave, Brookline Public Schools, Emmanuel Episcopal Church, Friends of Fairsted, John F. Kennedy Library & Museum, Mudflat Pottery Studio, National Park Service, National Association of Olmsted Parks, Orpheus Singers, PR Guy, Richard Alvord Architects, Richard Burck Associates

### Graphic Designer, Communications Intern | 1/2010–12/2013

Frederick Law Olmsted and John F. Kennedy National Historic Sites, Brookline, MA

#### Work Responsibilities

- Developed branding and designed components of integrated marketing campaigns
- Created digital media, including webpages and banners, e-newsletters, slide shows, and graphics for social media campaigns
- Created printed media, including brochures, postcards, posters, newsletters, and exhibit panels
- Wrote copy, including the titles of programs and events, and photographed events

#### Highlights

Developed branding for *Good Neighbors*, an education program, recognized by the Boston Society of Landscape Architects Award of Excellence in Communication and the Freeman Tilden Award. Published several photos in *The Boston Globe*

### Fourth and Fifth Grade Classroom Teacher | 9/2004–7/2006

Saltonstall School, Salem, MA

- Planned and taught curricula in all subjects to facilitate hands-on collaborative learning across different learning styles

## EDUCATION

Massachusetts College of Art and Design, Boston, MA | 38 cr. Prof. Certificate in Graphic Design

Smith College, Northampton, MA | Ed. M in Elementary Education

University of Massachusetts at Amherst | BA in Philosophy

## TECHNICAL SKILLS

Proficiency in Adobe Creative Suite, digital photography, HTML, CSS, WordPress, OpenText, Mail Chimp, Microsoft Office, Keynote, and old school letterpress