

MATT GRIFFING

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griffingdesign.com

EXPERIENCE

Graphic Designer, Web Developer, Photographer | 12/2007–present **Griffing Design, LLC | Waltham, MA**

Create strategic visual communication that empowers organizations to gain recognition, increase revenue, strengthen support, build community, and generate dialogue

- Develop brand identity systems, logos, and logotypes
- Design educational material and a variety of marketing collateral for integrated campaigns across print and digital media
- Design and build websites, including the information architecture, UX, and UI
- Provide event and portrait photography
- Manage projects and handle all client communication

Partial client list: 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, Richard Alvord Architects, and Richard Burck Associates

Web Designer/Curriculum Designer | 11/2015–9/2017 **DS Solidworks | Waltham, MA**

Collaborated with education and digital teams to overhaul the education section of the *DS Solidworks* website to increase sales, build brand, celebrate user community, and provide customer resources

- Mapped existing website section, reviewed user data, and restructured information architecture
- Created new page designs to improve navigation, leverage compelling content, and blend new pages with existing commercial sections
- Built new first, second, and third level pages with the CMS and created graphic banners

Supported the development team of *Solidworks Apps for Kids* 3D design software by creating curriculum and marketing material for upper elementary and middle school teachers

- Created learning activities for *Apps for Kids* to meet national learning standards
- Developed two model science lessons and created a supporting instructional video

Graphic Design Intern | 1/2010–12/2013

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

Conceived and executed the design of high profile communication, which educated visitors, increased participation in programming, strengthened partnerships, and established branding for programs

- Designed marketing collateral for integrated campaigns across print, digital, and social media
- Developed branding for programs, such as *Good Neighbors*, an award-winning education curriculum
- Designed educational material, including exhibit panels, curriculum guides, and instructional tools
- Built consensus around design directions among diverse groups of stakeholders
- Photographed events, producing several photos that were featured in *The Boston Globe*
- Wrote marketing copy and collaborated on writing the titles of programs and events

Fourth & 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 & TECHNICAL SKILLS

Massachusetts College of Art and Design | Boston, MA | 38 cr. Prof. Certificate in Graphic Design
Smith College | Northampton, MA | Ed. M in Elementary Education, Teaching Fellowship
University of Massachusetts at Amherst | BA in Philosophy

Proficiency in Adobe Creative Suite, photography, HTML5, CSS3, WordPress, OpenText, Mail Chimp, Microsoft Office, Camtasia, Keynote, and old school letterpress