

MATTHEW J PARMENTER

513-227-7632 | matt@medicsound.com

DESIGN &
PRODUCTION

QUALIFICATIONS

- Diverse & reliable freelance experience provided to more than twelve firms over four years
- Highly skilled in Photoshop, Illustrator, InDesign, Fireworks & Dreamweaver
- Solid understanding of offset printing and pre-press
- Wide range of packaging design & production for many national and international clients.
- Able to translate tech & design terminology into plain English for clients
- Capable of designing with production and budget limitations in mind
- Comfortable with "over-the-shoulder" design in high-pressure environments
- Enhanced skill set includes audio production & engineering for film, web & radio
- Have a relentlessly positive outlook

EXPERIENCE

Dell

Packaging Production & Graphic Design - 3/2008 - 7/2008

- Responsible for final artwork for notebook and desktop retail packaging
- Created print templates for several package configuration labels
- Collaborating on packaging color schemes for the various sub-brands of notebooks, desktops and all-in-one machines
- Expanded original job requirements to include designing screen fills (wallpapers) for monitor, laptop and desktop bundle packaging
- Further expanded my original requirements by creating a process for creating photo-realistic mock-ups of final packaging without using expensive third-party plug-ins, and created a step-by-step tutorial of the process in order to help future designers maintain standards.

Landor

Production & Digital Retouching - 1/2006 - 7/2007

- Freelance production artist for a variety of packaging designs for Iams, Lifesavers, Tide and more.
- Production and 3D comp creation for a series of lock and lock set packages for Schlage
- Advanced knowledge of InDesign allowed increased involvement & responsibilities in production of T&T Awards book
- Owned the majority of the production on the Bella & Birch brand, including P.O.P., packaging, print ads and digital retouching
- Packaging production and design included 3D comps and template creation of complex retail structures using materials and processes such as blister packs, plastic & aluminum bottles, injection molding, corrugated plastic, large format banner and billboard displays and more.

Client List: Bella & Birch, Tide, Cheer, Pantene, brandSAVER, Schlage, Progressive, Crest, Vicks, Febreze, Tampax, State of Ohio Division of Travel and Tourism

Stimulus Worldwide

Production, Design & Digital Retouching - 9/2005 - 3/2007

- Created complete concept to execution brand identity solutions for business-to-business clients
- CSS redesign of Stimulus Worldwide online photo library
- Designed large format graphics for client billboards & vehicles

Client List: Teradata (A division of NCR), Rotex, Koncranes, Stimulus

BODY HT 6.355

LITHO LIMITS 6.167

STRAIGHT WALL TYPE LIMITS 5.855

NECKED IN TYPE LIMITS 5.418

.094
.250
.437

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EXPERIENCE (CONTINUED)

Creatives On Call

Print/Web Graphic Design & Production Artist - 9/2004 - 8/2005

- Created web graphics for Bounty, Proctor & Gamble & Infusion B2B
- Created packaging templates, 3D comps and designs for Johnson & Johnson Bariatrics professional market package, including boxes, folders, shipping boxes, books and promotional literature
- Consistently called back for repeat business by C.O.C. clients as well as being requested for temp-to-hire contracts with Bridge, Infusion and Kendle
- Diversity of skills and variety of firms allowed me to learn a very wide variety of processes in a short period of time.

Client List: Bridge Worldwide (Bridge entrance wall graphics, Johnson & Johnson, Bounty web site, Health Expressions web site, Pepto-Bismol), Strata-G (Bosch, Husqvarna), Kendle (Bio-Pharmaceutical marketing, Kendle 2006 Annual Report), Infusion (Rotex, KRC, various B2B marketing).

AWARDS/ACCOLADES

- 2007 MarCom platinum award in the *Brochure/Business-to-Business* category for "Konecranes, Lifting Businesses." brochure
- 2007 Landor T&T Award for Bella & Birch brand identity & package design
- Chosen to represent the printing capabilities of QCA, a major CD manufacturer, in their 2008 catalog with design for Heroes & Madmen "Emory" E.P.
- Ohio SPJ Awards 2001 - Best Newspaper Web Site First Place "www.citybeat.com"

MISCELLANEOUS

- Have been running a recording studio catering to independent original musicians for 6 years
- Have worked as a Mac/PC repairman, desktop support tech, and a network administrator.
- Assist my wife in running her 1c screen printing business
- Play piano, bass and guitar
- Have a very strong knowledge of audio and video editing
- Enjoy bicycling and badminton
- Am an extremely avid reader

