

717 917 5360

MattBlaisdell@gmail.com

MattBlaisdell.com



M MATT BLAISDELL

DESIGNER // ILLUSTRATOR // CREATIVE THINKER

It's nice to meet you! I'm Matt Blaisdell,

I'm a twenty-five year old, highly motivated designer & illustrator with a passion for branding, digital, and innovative design.

EXPERIENCE

System One Services / The Hershey Company

eCommerce Webmaster | 11/14 - Current

Worked with the eCommerce team on various projects such as the Buy Online campaign, retailer eCommerce promotions, Scharffen Berger web design management and Hersheylands.com

DeMolay International

Retainer Freelance Designer | 9/14 - 12/15

Worked with the International non-profit youth leadership organization on their total rebrand, style guide, website UI/UX and promotional materials.

Freelance Design

Branding, Campaign Design, Print Design, UI/UX, Web Design, Apparel Design | 2011 - Current

Some Clients include Directade Marketing, Panatea Matcha, Red Letter's Apparel Co., Cypress Creek Renewables, The Grand Hotel of Cape May, Braintree Digital and the Historical Society of American Fraternalism.

Pennsylvania Masonic Youth Foundation

In-House Designer | 2011 - 2014

Designed print and digital projects for the leadership organizations PMYF sponsors as well as a rebrand, annual yearbook, membership-recruitment and retention campaigns and youth sponsorship medallions.

AIGA Central Pennsylvania Chapter

Chapter Relations Chair | 6/15 - 6/16

Pennsylvania DeMolay

Director of Media | 2013 - Current

KeyMan University (Conference) Lead Designer & Chairman of the Communications & Media Dept. | 2010 - Current

State Master Councilor | 2011 - 2012

VOLUNTEER

IgnitionCo. Apparel

Founder & Lead Designer | 8/14 - 5/15

Adobe Student Representative

Edinboro University Representative | 9/13 - 6/14

EDUCATION

Edinboro University Chimera Journal Promotions Team

Co-Director | 9/13 - 6/14

Edinboro University

BFA, Graphic Design | 2010 - 2014

Intro to Design	Publication Design	Printmaking
Software	New Media	Letterpress
Movements	Senior Projects	Illustration I, II

Self-Initiated Education - Team Treehouse & Skillshare

Various Online Courses | 2013 - Current

Skills

eCommerce Design, Brand Management, Adobe Experience Manager, HTML5, CSS3, Illustration, UI & UX Design, Branding, Campaign & Promotional Design, CMS, Type Design, Apparel Design, Mac, PC & Sharepoint, After Effects

SKILLS & INTERESTS

Interests

Brand Development, eCommerce design, Product Design, Type Design and Development, TEDTalks, Traveling, Letterpress, Web Development, Print Design, Painting, Open Source Collaboration, Video Design

HONORS & AWARDS

Erie Ad Club "ADDY" Award - Silver

Lucky Seven Film Festival | Spring 2013

Erie Ad Club "ADDY" Award - Silver

Chimera Promotions Team, Integrated Campaign | Spring 2014

District Two Ad Club "ADDY" Award - Silver

Chimera Promotions Team, Integrated Campaign | Spring 2014

DeMolay International Degree of Chevalier

Exemplar Service through Riverside Chapter, Order of DeMolay | Spring 2010

Milton Hershey Awards - Innovation & Growth

Part of the eCommerce Team who won the award for innovation with Amazon & Peapod | Spring 2016

REFERENCES

References are available upon request