

MATTHEW TIEMANN

BRANDING & DESIGN | ART DIRECTION

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A creative professional with experience in agency life and in-house design teams. Ten years of expertise with branding and marketing work in digital and traditional design spaces. Proven ability to deliver under tight deadlines and within budgetary goals while effectively communicating a wide range of information to personnel at all levels of the organization. A reputation for delivering high quality designs, influencing partners for creative buy-in, and giving engaging and entertaining presentations.

Expertise includes:

- Creative team management
- High quality, detailed design work
- User flows, digital experience mapping
- Identifying areas for market growth
- Creative qualitative testing

PROFESSIONAL EXPERIENCE

Capital One, Richmond, Virginia

2018-Present

Senior Art Director

Highly collaborative team member who currently works with approximately four marketing teams to execute and guide Capital One's upmarket customer service digital messaging. Work with products such as Capital One Shopping and Capital One's Savor, Venture, Venture X and Quicksilver cards. Self motivated to identify areas of growth in digital messaging by streamlining user flows to create positive outcomes. Creative problem solving by utilizing testing to push the brand and cement market visibility.

- Leader of the Capital One Platinum Mastercard plastic redesign. Worked closely with senior marketing partners to comb through 200+ concepts and manage the project through every step to completion - including on-site art direction at the printing press. This was a high-profile job with a substantial budget and needed to be completed within a small margin of error. The new card design rolled out in March of 2020 to 4.2 million customers.
- Presented Platinum card redesign work to 200+ associates in a department-wide summit. Engaged peers and leadership with an entertaining and informative presentation that led to being sought out for additional presentation opportunities in the future.
- Trusted to coach and provide feedback to external agency partners, peers, and team mates to deliver above the ask. This included overseeing the larger team's creation of a 60+ email user experience for the new Capital One Travel portal that allowed the marketing partners to concentrate on other important aspects of the roll out.
- Leveraged qualitative testing results on digital messaging creatives to further engage customers.

Borenstein Group, Fairfax, Virginia

2017-2018

Art Director

Led a team of three to deliver high-end branding results for a multitude of government contractors and small businesses. Took on additional roles including project manager and creative director as flexibility dictated. Consistently presented creative concepts and final works to clients.

- Re-defined the creative process by introducing project management tools which streamlined timelines.
- Sought out vendors for coding, printing, etc to develop relationships and cut costs.
- Developed sitemaps and wireframes to help the creative team design efficiently within constructs.
- Hired and coached creative interns by offering key opportunities to grow their design chops in a real agency setting. Provided a hands-on learning environment that benefited the intern but also our customers. One intern became a full time employee within three months.
- Led on-site recruiting photography and videography shoots for two high-end technology contractors. Helped our clients to come across in all media as real, honest places to work.
- Certified Borenstein Group as a Google Ad Partner in 2018, effectively allowing the agency to leverage display advertisement as an option in their branding contracts. This led to multiple jobs with additional marketing packages being purchased.

Imageworks Creative, Chantilly, VA
Graphic Designer

2015-2017

Designed, developed, refined and executed full-package branding redesigns including: logos, websites, digital experiences, print collateral and event signage. Pushed the internal brand and showcased Imageworks as a creative disrupter in the B2B and B2C small business spaces. Successfully delivered exceptional creatives often with a small-to-mid client budget.

- Generated buzz through branded blog posts and online ads, increasing the company's online following.
- Organized and led a rebranding of the agency website, including prioritizing and choosing which projects to include in the portfolio - guiding the future client registry by promoting the projects the agency wanted to work on.
- Created a client portal digital experience, which provided real-time marketing insights.
- Helped multiple people file US patents for products by providing high quality digital mockups of ideas which could be trademarked.
- Hired and coached four interns at Imageworks - provided the opportunity of real world design experience to new emerging talent. Taught interns how to use wordpress for content creation which allowed Imageworks to take on more small design jobs and provided time for the design team to focus on high-priority clients.

CTR Services, Washington, DC
Lead Designer

2014-2015

Design 4 Future, Sterling, VA
Junior Designer

2013-2014

EDUCATION

BFA Graphic Design. James Madison University, Harrisonburg, VA

PROFESSIONAL DEVELOPMENT

"Blue Sky Thinking" - Duncan Wardle (Disney Imagineer Alum) - 99U Conference 2019 - New York
"Inclusive Design: From One to Everyone" - Smart Design - 99U Conference 2019 - New York
"Presenting Bold Ideas" - Anton & Irene - 99U Conference 2019 - New York
"Own the Room" Presentation Skills - Owntheroom.com - 2019 - Richmond, Virginia
Google Ad Certification - 2017, 2018

TECHNICAL SKILLS

Adobe Creative Suite | Sketch | Figma | Invision | UX/UI | Creative Testing | Photography Retouching and Manipulation | Digital and Large Format Printing | Wordpress | Squarespace | Front End HTML/CSS | Asana | Trello | Slack | Microsoft Office | G Suite | Constant Contact | Mailchimp