



MATTHEW BOUCHARD DESIGN

Matthew Bouchard
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SKILLS **Software:** Photoshop, Illustrator, InDesign, Quark, DreamWeaver, Flash,
Additional: HTML, CSS, Illustration, animation, photo shoot direction, environmental design, presentations

- EXPERIENCE**
- 10/07 - Present** **Interactive Designer**
Zimmerman Advertising, Fort Lauderdale, FL
Responsible for the conceptualization and creation of visually dynamic and user-friendly websites for Lennar, one of the nations' largest home builders. Design, develop and update corporate web pages and interactive media using Photoshop, HTML, CSS and Flash.
- 9/01 - 9/07** **Senior Graphic Designer**
Massachusetts Institute of Technology, Cambridge, MA
Print and Web design for *Technology Review*, MIT's Magazine of Innovation. Created brochures, web pages, magazine ads, environmental graphics, direct mail pieces, email newsletters and numerous marketing and promotional materials.
- Art directed and developed all custom-publishing deliverables for the Trade Commission of Spain, including brochures, magazine articles, international printed versions and microsite. The success of the project has led to a stronger client relationship with *Technology Review* and has dramatically increased company revenue.
 - Designed media kit website which won FOLIO's Gold "Ozzie" Award in 2006
 - Collaborated with Web development team and magazine editors in redesigning *Technology Review's* website. Honored as one of *PC Magazine's* Top 101 Web Sites of 2005
 - Created numerous illustrations, Flash animations and infographics for online editorial features
 - Designed multi-faceted direct mail campaign that had record response and radically boosted magazine subscriptions
- 11/99 - 9/01** **Graphic Designer**
iXL, Cambridge, MA
Created user interface designs, wireframes, site schematics and interactive collateral for Fortune 1000 companies including: Verizon, Putnam Investments, Gillette and Chase Bank.
- 4/98 - 10/99** **Graphic Designer**
Accent Communications, Beverly, MA
Branding, corporate identity, brochures, web and environmental design for small design studio serving local businesses in the North Shore area.
- 6/96 - 4/98** **Advertising Designer**
Boston Phoenix, Boston, MA
Created print and web advertisements for popular weekly news and entertainment magazine. Clients included: Sony Pictures, Tower Records and numerous Boston restaurants and businesses.
- EDUCATION**
- 1993 - 1995** **MFA Fine Arts, School of Visual Arts, New York, NY**
Concentration in Painting & Digital Media
- Spring 1992** **Study Abroad Program**
Studio Arts Centers International (SACI), Florence, Italy
Concentration in Art History, Illustration, Photography
- 1989 - 1993** **BFA, Hartford Art School, W. Hartford, CT**
Magna cum laude, Dean's List