

Matt Andrews

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> WORK EXPERIENCE

Ongoing

Owner, Developer & Designer

CarbonBased Creative (Freelance & Remote)

- Create Strategies, Estimates, and Manage Development Projects for small to medium sized websites
- Develop and implement branding strategies for new businesses
- Code PHP, HTML, CSS, Javascript for online Applications
- Plan and implement e-commerce solutions

7/18 – 1/19

Front-End Developer

Gazette Digital Development (Colorado Springs, Colorado)

- Create wireframes for web applications
- Code PHP, HTML, CSS, Javascript for the front-end of web-based applications
- Concept, design, and build niche content applications for new business opportunities
- Design and build Wordpress based websites

7/17 – 2/18

Creative Technologist

Gearmunk (Colorado)

- Develop, design and implement a branding strategy across all products, mobile app, website, and printed materials
- Design UI/UX for the flagship mobile application
- Develop VUI and interaction for 3 Alexa skills
- Copywrite and design for advertsting and marketing materials, including printed material and landing pages
- Develop and design custom Wordpress themes for various online products

12/13 – 7/15

Front-End Developer

Gazette Digital Development (Colorado Springs, Colorado)

- Develop/Design large scale web applications for high traffic websites using modern UI/UX patterns and web standards
- Create wire frames and user journeys for web applications
- Plan and develop user cases for external and internal users
- Code PHP, HTML, CSS, Javascript for frontend development
- Concept, design and build intrapreneurial applications for new business opportunities
- Design and Develop microsities and digital advertising assets
- Support UI/UX design, frontend development and customer service for 5 corporate divisions

> TEACHING EXPERIENCE

5/13–4/17

Adjunct Instructor

Pikes Peak Community College

Instruct classes on web design, motion graphics and all aspects involved with marketing, design, and coding for the web

- Create curriculum based on state guidelines
- Prepare weekly demos and one-on-one teaching opportunities
- Write and organize weekly lectures

> COMMUNITY INVOLVEMENT

1/05–Current

Academic Advisory Committee

*Pikes Peak Community College
Multimedia Graphic Design*

6/16

Activity Volunteer

ROAR in the City - Upadowna

6/12–1/15

Team Member & Illustrator

WildfireTees.com

Team member of a Colorado Springs Design Collective to benefit Wildfire Relief in Colorado

5/13–1/15

Art Director

Urban Peak-Colorado Springs

5/13–Current

Board of Directors

*ADDY Awards Designer
Current board member
AAF Colorado Springs*

> EDUCATION

- AAS in Visual Communications/Graphic Design, Pikes Peak Community College

➤ ADDITIONAL EXPERIENCE

10/10 – 6/13

Web Developer & Designer

CoPilot Creative (Colorado Springs, Colorado)

- Develop award winning web applications for multiple devices on the Wordpress platform
- Design print and interactive marketing materials
- Solve creative problems within a small team in a fast-paced agency environment

9/04 – 9/10

Multimedia Designer

Gazette Marketing Department (Colorado Springs, Colorado)

- Implement sales and circulation strategies through design while monitoring results
- Maintain consistent visuals for internal communications, marketing campaigns, and corporate brands
- Art direct special sections, advertising campaigns, online advertising, and television commercials
- Conceptualize and design direct mail, inserts, flyers, PoP, brochures, circulation and sales initiatives
- Produce commercials for television and local stadiums based on current radio or print campaigns

11/01 – 9/04

Lead Designer & Developer

ColoradoSprings.com/Wow Marketing (Colorado Springs, Colorado)

- Art direct award winning websites, advertising, and promotional materials
- Construct websites through all phases, design, testing and production on time within budget constraints
- Maintain client websites, updating content and graphic elements and general content management

➤ ADDITIONAL SKILLS

- Proficient with Windows and Macintosh operating systems
- Expert Adobe Creative Suite applications
- Proficient with Microsoft Office applications
- Self taught PHP, HTML5, CSS, Javascript, JQuery, and Wordpress
- Experience with Twitter Bootstrap, Bourbon, and Zurb Foundation
- Familiar with CLI, NPM, Gulp, SASS, LESS, Git
- Knowledge of Responsive Design, Coding techniques for multiple devices, and a mobile first approach
- Knowledge of Social Media promotion and Hootsuite
- Understanding of Traditional and Digital Marketing

➤ VARIOUS AWARDS & RECOGNITION

AMERICAN ADVERTISING FEDERATION

Regional

- Gold Addy • Wildfire Tees • District 12 Regional Addy Competition

Best of Show

- Best of Show • Wildfire Tees - Team Member/Illustrator
- Best of Show • The Gazette • Get it! Outdoor Advertising - Art Director
- Best of Show Interactive • Colorado Farm and Art Market - Developer
- Best of Show Interactive • CS CVB • Motorcoach Site

Gold Addy

- Out of Home Advertising • The Gazette • Get it! Outdoor Advertising
- Business to Consumer website • Michael Garman Galleries
- Business to Consumer website • CS CVB • Motorcoach Site
- Cd-rom Presentation • CS EDC • Quality of Life Cd-rom

Silver Addy

- Self Promotion • SummerSweet Frozen Yogurt
- Elements of Advertising • Logo • Punk Rock Dulcimer
- Business to Consumer website • CS CVB
- Business to Business website • Unique Software Solutions

ART DIRECTORS CLUB OF DENVER

- Illustration Honor, Wildfire Tees • Hold the Line

GO CODE COLORADO

- Team member of Colorado Springs winners and Colorado state finalist

COLORADO PRESS ASSOCIATION

- Best Advertising Slogan: 1st Place
Slogan for The Gazette Brand Campaign: "Delivering the Springs"
Copy writing
- Best Newspaper/House Ad Promotion: 3rd Place
The Gazette Brand Campaign "Delivering the Springs"
Graphic Design and Creative Direction

CAPER AWARD

Colorado Associated Press Editors & Reporters

Third Place
Online Special Package
February 2015