



MATT GABE
Graphic Design

EDUCATION

The College of New Jersey, Ewing, NJ
BFA in Graphic Design, Minor in Photography, Spring 2005

TECHNICAL SKILLS

Proficient in the latest versions of the Adobe Creative Suite, QuarkXpress and Microsoft Office.

EXPERIENCE

Encore Software, El Segundo, CA

Package Designer, May 2008 – Present

- Designed boxes and jewel cases for entertainment, productivity and educational titles
- Redesigned the line look of the #1 best-selling Hoyle Casino Gaming suite — resulting in a 30% increase in sales over the previous year
- Worked both independently and with a team to achieve the design goals of the company and game developers
- Created various printed effects layers for packages — including spot gloss, emboss, foil stamping and holographic coating
- Acquired additional experience with key art and various packaging templates
- Gained knowledge of the video game/computer software market

Freelance Design Work

Production Artist, Art Director, May 2005 – Present

- Worked with Chevy's and El Torito on menu, FSI, POP and various in-store display designs
- Designed web sites for Athlete Portals, specializing in professional athlete marketing
- Gained new experience in, action sports, pharmaceutical packaging and conceptual design
- Worked in an assortment of positions from creating mechanicals in a studio setting through concepting ads and promotional materials as an art director

Dana Communications, New York, NY

Art Director, April 2007 – June 2007

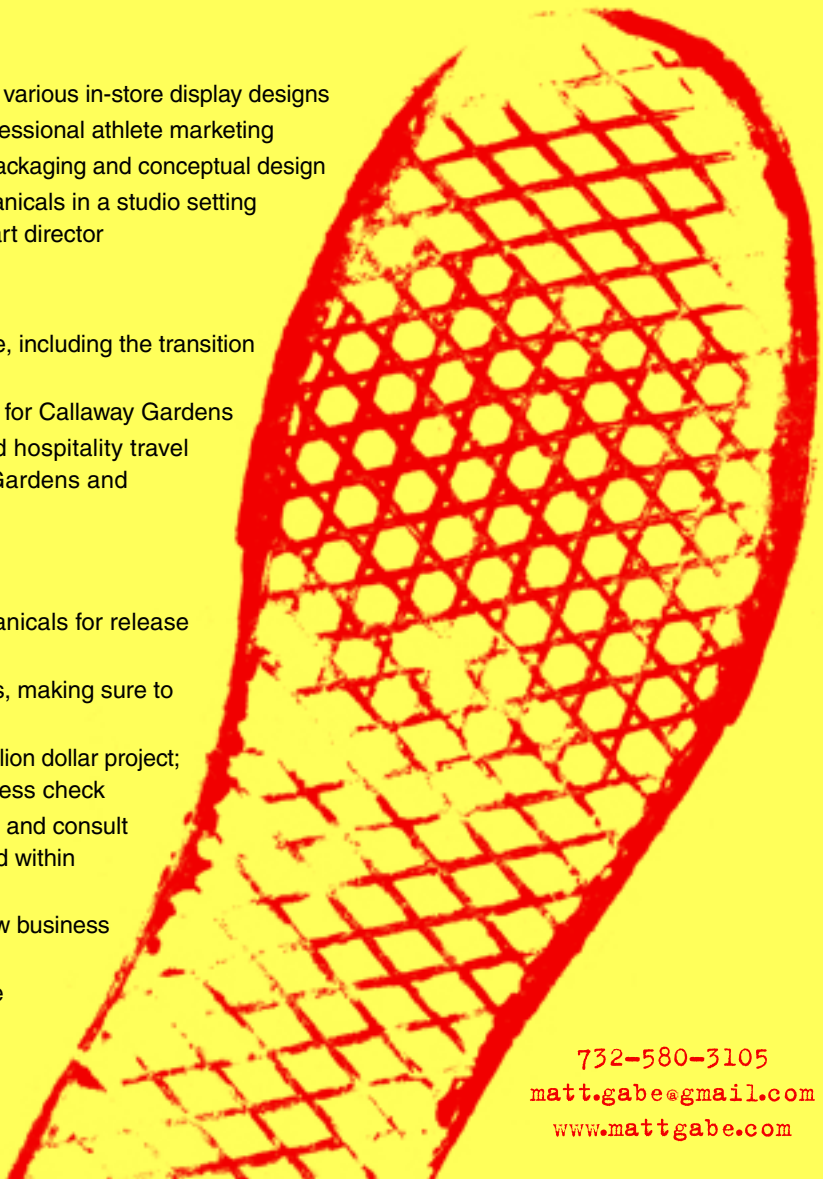
- Helped establish the first creative team in Dana's NY office, including the transition of two major clients from the NJ office into NY
- Completely redesigned all advertisements and direct mail for Callaway Gardens
- Gained additional marketing knowledge for meetings and hospitality travel by working on projects for Millennium Hotels, Callaway Gardens and Furnished Quarters

MRM Gillespie, Princeton, NJ

Jr. Art Director, October 2005 – April 2007

- Started work in a studio environment, created final mechanicals for release to vendors and clients
- Worked with Sr. Art Directors to create layouts for concepts, making sure to maintain brand guidelines
- Selected by Associate Creative Director to work on multi-million dollar project; including supervision of file release, quality control and press check
- Brainstorm for integrated concepts with copywriter partner, and consult account and production managers to keep pieces designed within strategy and budget
- Work with the Creative Directors to design collateral for new business pitches and client visits
- Became a valued member of multiple account teams in the agency, namely RCI and EarthLink

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College Art Gallery, The College of New Jersey, Ewing, NJ

Graphic Designer, June 2004 – May 2005

- Designed calendars, invitations and catalogs for gallery openings and exhibitions
- Worked closely with the Gallery Director on all jobs from concept through production and final printing

Sirius Advertising, Avon, NJ

Graphic Design Intern, Summer 2004

- Created original newspaper advertisements for various clients and publications
- Gained experience in client contact, deadlines, advanced production techniques, and proof examination for press
- Revised existing seasonal mailers for various food banks nationwide
- Worked on logo concepts
- Edited advertisements, newsletters, and calendars for clients
- Cataloged images from photo shoots

AWARDS AND DISTINCTIONS

ASTRA 2007 Awards

Sponsored by The New Jersey Communications, Advertising and Marketing Association (NJ CAMA)
Gold Medal, Direct Marketing B-to-C, over \$5,000, Avis/Budget Chairman's Club

26th Annual Spring Photography Contest

Sponsored by Photographer's Forum Magazine
Finalist, Color Photography Category

2005 Art Student Exhibition, Juror, John Murphy, inliquid.com

The College of New Jersey, April 2005
011100100110101011001010 – Silk-screen Prints

New Jersey Better College Newspaper Contest

Sponsored by the New Jersey Press Foundation
2004, Awarded 2nd Place in Photography Category
2003, Awarded 1st Place in Photography Category