



**MATT.GABE@GMAIL.COM**  
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## 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, and Microsoft Office.

## EXPERIENCE

### **OXO, New York, NY**

Packaging Graphic Designer, Jan 2015 – Present

- Responsible for complete package designs from concept through final mechanical for multiple internal brand teams
- Directed photo shoots and assisted with photo styling for a variety of kitchen and home products to be used on packaging and on the web
- In charge of maintaining detailed schedules – including design/layout, photography, customer review, proofreading, and final mechanical turnover – for multiple products across numerous brands
- Daily interaction with Packaging Controllers in OXO's China office to manage the hand-off of final mechanicals and production of printed goods
- Worked closely with project managers and copywriter to develop instruction booklets for an all-new high-end line of kitchen electronics
- Responsible for the creation of unique line art for new products to be used on packaging and in promotional
- Engaged with outside vendors to create unique die lines for closed and open-box, wrap and clamshell packaging executions
- Responsible for layout of large product catalogs, including inserting new products, and working with our photo studio to request retouching and new photography for specific products

### **MattGabe! LLC, NY/NJ/CA**

Freelance Graphic Designer, April 2014 – Today

- Multiple design projects for various clients including Fisher-Price, Nickelodeon, NBC's Celebrity Apprentice, and Zico Coconut Water
- Managed all packaging for Fall 2015 Thomas the Tank Engine's TrackMaster line of products — including blister and closed box package layouts, as well as illustration and photography art direction
- Worked closely with Creative Director of Nickelodeon's in-house creative team on design concepts for multi-branded packaging style guide
- Designed a variety of printed materials — including posters, banners, booklets, and environmental design components — while working on-screen with C- and D-List celebrities on NBC's Celebrity Apprentice
- Helped to create new — and update existing — packaging mechanicals for TetraPak bottles and corrugate boxes for Zico Coconut Water

### **Mattel Inc., El Segundo, CA**

Senior Designer – Hot Wheels Packaging, Oct 2009 – Mar 2014

- Designed and provided art direction on packaging line looks for Hot Wheels track and play sets and sub-brand categories
- Art directed complete packaging line look for Hot Wheels Ballistiks – including logo, tradedress, character illustrations, and play set illustrations
- Engaged independent contractors on package illustrations, logo creation and 3D renderings of products
- Interacted with Mattel's overseas production team counterparts throughout Asia on a daily basis
- Worked closely with design team in Asia to create track set illustrations in-house, saving over \$50,000 in outside spend annually
- Directed photo shoots (with and without talent) for Hot Wheels products and play sets
- Collaborated with Copywriters to build Package Strategies; establishing product positioning and hierarchy of existing lines as well as new Hot Wheels sub-brands
- Worked closely with Marketing Team and Product Design Team to ensure package communication and overall strategies were on point
- Traveled to Hong Kong and China to support Mattel's Design & Development and Design for Manufacturing initiatives, participating in packaging workshops on-site and at Mattel's manufacturing facilities
- Worked alongside Structural Engineers to create unique package and blister executions

### **Encore Software, El Segundo, CA**

Package Designer, May 2008 – Oct 2009

- Conception and design of closed boxes, jewel cases, email blasts, web banners and other printed collateral for entertainment, productivity and educational software titles
- Redesigned line look of the Hoyle Casino Gaming suite — resulting in a 30% increase in sales over the previous year
- Worked both independently and with a team to achieve design goals of the company and game developers
- Created various printed effects layers for packages — including spot gloss, emboss, foil stamping and holographic coating

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### **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
- Lead design refresh to advertisements and direct mail for Callaway Gardens
- Gained additional marketing knowledge for Meeting 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

- Worked with Sr. Art Directors to create concept layouts, making sure to maintain brand guidelines
- Selected by Associate Creative Director to work on multi-million dollar project; including production work, supervision of file release, quality control and press check
- Brainstormed design concepts with copywriter as a team – consulted with account and production managers to keep concepts on-strategy and within budget
- Worked with the Creative Directors to design collateral for new business pitches and client visits

## **AWARDS AND DISTINCTIONS**

### **2011 American Package Design Awards**

Sponsored by GD USA

Winner, Consumer Products Category for *Hot Wheels Rocket Car Science Kit*

### **2010 American Package Design Awards**

Sponsored by GD USA

Winner, Electronics, Music and Personal Entertainment Category for *2010 Hoyle Gaming Suite*

### **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