



MATT MANDERACHI

MattManderachi.com

(267) 374.9501

mattmanderachi@gmail.com

EXPERIENCE

Various Clients / Contract Art/Creative Director

APRIL 2020 - PRESENT

Leveraging my past experiences, I provide creative direction, strategy, branding, and more with clients ranging from financial advisors, to an Instagram influencer, to a start-up candle company.

Quattro / Sr. Art Director

MARCH 2016 - APRIL 2020

I started building a background in the mortgage/financial industry where I led digital experiences on different scales. In addition to being hands on with the design, I would scope, schedule, and manage project timelines for multiple designers and contractors across several projects, all while meeting deadlines and exceeding expectations.

Other Accomplishments:

- Honored as the employee of the year
- Won a Silver Telly for B2B promotional video
- Designed and launched several successful campaigns that included websites, emails, landing pages, infographics, videos, television and radio spots, and more with a team of designers, writers, strategists, developers, and account managers
- Managed and mentored a designer and several interns
- Created presentations to pitch (and win) new business

Aquent Studios / Design Steward

MARCH 2014 - MARCH 2016

How are things over on the client side? I decided to find out. Working on a small, but diverse team at Merck (round 2), I helped pilot a content management program. I designed branded marketing materials, managed brand assets, ran test scenarios, and shaped the UI/UX of the program tools. And I earned 2 client service awards!

Cadient Group / Art Director

MARCH 2010 - FEBRUARY 2014

I got an amazing opportunity at a relatively smaller agency in the burbs and jumped in head first. I designed all digital campaign assets for pharma clients such as AstraZeneca, ViroPharma, Merck, and The CDC. Partnering with copy, user experience, development, and other teams, I ensured the best possible experience for both consumers and healthcare professionals.

Digitas Health / Graphic Designer

DECEMBER 2006 TO AUGUST 2009

A little lost in the big city, but I ended up finding myself (and a love of Philly). While there, I designed pharmaceutical websites, email campaigns, and rich media banners, for AstraZeneca, Merck, Wyeth, and more.

Refinery, Inc. / Designer

MAY 2005 TO DECEMBER 2006

My first job out of college, I worked within a small creative team to support Merck's vaccines division.

EDUCATION

Tyler School of Art

BFA, Graphic Design

+Acumen and IDEO

Certificate, Human Centered Design

HubSpot Academy

Certificate, Email Marketing

Google/The Open University/iab

Certificate, Fundamentals of Digital Marketing

SOFTWARE

Sketch, InVision, XD, Photoshop, Illustrator, InDesign, Animate, Dreamweaver, and Workfront are my everyday tools.

I dabble in ActionScript, HTML, XML, and CSS.