



## **MATTHEW ARMENDARIZ** [are-men-dare-is]

**Visual Design Buff / User Experience Guru** with ten years practice and devoted focus in User Interface Design for desktop and mobile web sites, web-based software and mobile applications. Notably proficient in Conceptualization, Visual Design, User Experience, Applied/Production Design, Style Guide Design, Information Architecture and Creative Direction.

### **PROVEN ABILITY TO**

- Design visual user interfaces, identities, digital services and applications that balance user needs, commercial interests, and technological constraints.
- Sustain multiple projects simultaneously, especially under short and tight deadlines.
- Collaborate effectively and increase productivity with an interdisciplinary team.
- Communicate to client and team adequately and timely, verbally and orally.
- Be enthusiastic and wildly creative with a professional, positive 'can do' attitude.
- Have a keen eye for detail, with the ability to see the bigger picture.
- Possess fastidious and efficient production and optimization habits, and an impeccable knack for problem solving.
- Preserve knowledge and proficiency in the industry's ever growing technological advances and leading design software.
- Fabricate and deliver meticulously clean, organized and pixel-perfect files.
- Understand how design comps translate to code, having an intimate knowledge of web standards compliant HTML and CSS.
- Be flexible when necessary, performing other role related duties when required.
- Produce results independently as well as collaboratively in a team environment.
- Favorably manage and lead a design team while being an earnest team player.
- Take responsibility for overall quality of design solutions and delivery of client work.

### **CAREER HIGHLIGHTS**

- Prosperously directed the Visual Design for National Geographic Channel's web site redesign, resulting as the Winner of the 2009 WebAward for Outstanding Achievement in Web Development, named as a 2008 Communication Arts Webpick of the Week, and earned a 3-page spread spotlight in the September 2008 issue of STEP Magazine, "Best of the Web 2008".
- Competently lead the Applied/Production Design for Sirius Satellite Radio OEM Partner Micro-site designs, collecting a 2007 Silver Horizon Interactive Award, a 2007 Silver W3 Award, a 2007 Silver Davey Award and deemed Winner of the 2007 Creativity Annual Award.
- Victoriously commanded the Applied Design and Style Guide Design for Imaginova's LiveScience.com redesign, acquiring a 2007 Creativity Annual Award and receiving a silver distinction from The Creativity Awards.

## PROFESSIONAL HISTORY

### **User Experience & Interactive Designer / Freelance**

*New York, New York, 2008-Present*

Proven ability to prevail entrepreneurially. Successful in business development, project management, time management and resourcing while generating results independently as well as collaboratively in a team environment, essential in keeping business afloat.

### **Visual Designer / Behavior Design**

*New York, New York, 2006-2008*

As a pivotal career milestone, Behavior's outmost dedication to strategic consulting, leadership, craftsmanship, hands-on implementation of web, mobile and interactive solutions, and their commitment to every project and client pushed and finessed my skills and expertise into the arsenal I carry today.

### **Consultant & Art Director / Rapp Collins Worldwide**

*New York, New York & Dallas, Texas, 2006-2007*

### **Consultant & Interactive Art Director / imc2**

*Dallas, Texas, Spring 2006*

### **Senior Visual Designer / Dialogue Design**

*Austin & Houston, Texas, 2001-2005*

## CLIENTS INCLUDE

AARP, Active.com, Abbott, AHSI (American High School Initiative), Allscripts, Barr Labs, Best Buy, The Big Picture Company, Blurb, Brinker International, Businessweek.com, Dermaquest, Eli Lilly, ESPN, Fast Society, Foursquare, Galderma, Gilt Groupe, GlaxoSmithKline, GroundLink, Grubb & Ellis Property Solutions Worldwide, HBO, Houston Roller Derby, IFAR (International Foundation for Art Research), Imaginova Corporation, Intuit, Johnson & Johnson, LaQuinta Inn & Suites, Mercedes, Merck, MetroPCS, MoMA (Museum of Modern Art), Myspace, NatGeo Channel, NFL, Nokia, Novartis, paidContent.org, PGi (Premiere Global Services), PlumTV, Proctor & Gamble, Sailor Jerry, Quidsi, Sirius Satellite Radio, Tabula Digita, Thomson Reuters, Toni&Guy, Wolters Kluwer and XM Satellite Radio.

## SOFTWARE MASTERED

### **Adobe Creative Suite**

PhotoShop, InDesign, Illustrator, Flash, Fireworks, Dreamweaver and Acrobat.

### **iWork**

Keynote, Pages and Numbers.

### **Microsoft Office**

Word, Excel and PowerPoint.