

Matthew Daniel



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104



OBJECTIVE

Associate Creative Director with over 16 years of experience, dedicated to steering strategic creative direction, optimizing processes, and nurturing team development. Proficient in delivering exceptional results that elevate brand identity, market presence, and artistic innovation while ensuring seamless alignment with organizational objectives.

EXPERIENCE

The Home Depot, Atlanta, Georgia

Associate Creative Director

11/2018 - Present

Provided Creative Direction:

- Spearheaded creative direction initiatives for diverse business units, orchestrating the development of visually engaging content on product pages. Established intricate illustrations and icons to accentuate product attributes, resulting in enhanced user engagement. Over 600k product pages enriched utilizing over 5k unique assets for private brand product pages. Conversion increased by 454 basis points on pages with content.
- Collaborated closely with the Item Buying pod providing creative direction to support lower-funnel marketing strategies in social media channels.
- Pioneered innovative visuals for product pages, product landing pages, and category pages, collaborating seamlessly with cross-functional teams to support lower-funnel marketing strategies. Established a design system for delivering brand consistent visual assets.

Strategic Marketing Campaigns:

- Strategized, developed, and executed comprehensive marketing campaigns, encompassing static, dynamic, and video content across various platforms, including Facebook, Instagram, Nextdoor, OLA, and Pinterest.
- Ensured projects were delivered on time and within budget by working closely with audience strategy, media, PMO, copywriting, and data science teams.

Optimized Workflow Management:

- Managed and mentored a team of project managers, implementing optimized workflows that led to a remarkable 136% year-over-year increase in design production.
- Established robust reporting mechanisms within Workfront and created a SharePoint site to streamline communication and enhance stakeholder collaboration.

Cross-Functional Collaboration:

- Served as a liaison between stakeholders and internal/external product managers, engineers, and analysts to develop, test, and release a backlog of features.
- Spearheaded improvements in the user story writing process, ensuring feature requests aligned effectively with the product roadmap.
- Collaborated seamlessly with cross-functional teams by leveraging our dedicated SharePoint site as a centralized hub for documenting processes, disseminating real-time updates on creative projects and KPIs, and facilitating efficient sharing of essential files. This initiative enhanced transparency, streamlined communication, and fostered a culture of cross-team collaboration.

Versatile Creative Expertise:

- Demonstrated proficiency in various creative deliverables for print, web, motion graphics, and 3D modeling, encompassing photography, iconography, illustrations, 3D models, video, and animated GIFs.

Data-Driven Decision Making:

- Leveraged data analytics to inform decision-making processes, prioritizing tasks, measuring performance, and identifying opportunities for continuous process improvement.

Consulting and Mentorship:

- Provided consultative guidance and mentorship to CRM (email), Print, and Online Creative Teams, optimizing processes, fostering effective communication, and nurturing leadership skills to drive tangible improvements department-wide.

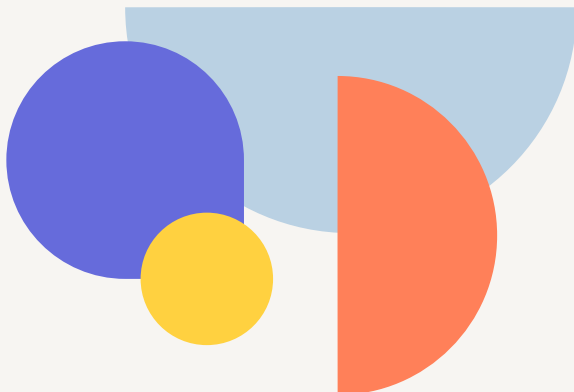
The Home Depot, Atlanta, Georgia

Art Director

10/2016 - 11/2018

Creative Team Leadership:

- Successfully led and inspired a diverse team of web designers, illustrators, and 3D artists, fostering creativity and collaboration.
- Championed the production of visually captivating assets that consistently aligned with brand standards through meticulous creative reviews and the utilization of state-of-the-art proofing tools.



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

- Established a comprehensive design system and meticulous content guidelines for product pages, providing a structured framework that harmonized visual elements, messaging, and user experience. This initiative resulted in a consistent and cohesive brand presence, improved user engagement, and elevated product presentation across all digital channels.

Artistic Direction and Brand Alignment:

- Delivered precise and strategic artistic direction to both in-house teams and external agency partners, meticulously upholding a unified brand identity throughout digital channels. This leadership cultivated a strong and consistent brand presence, resonating with target audiences.
- Ensured unwavering alignment of all creative outputs with the brand's overarching vision, tone, and strategic objectives. This commitment to brand integrity translated into compelling and purposeful creative work.
- Forged a robust design system for icons, illustrations, and 3D renders, meticulously aligning typography, color schemes, line weight, and more across product landing pages, product pages, and category pages. This systematic approach optimized visual consistency, elevating user experience and reinforcing brand recognition.

Project Management and Execution:

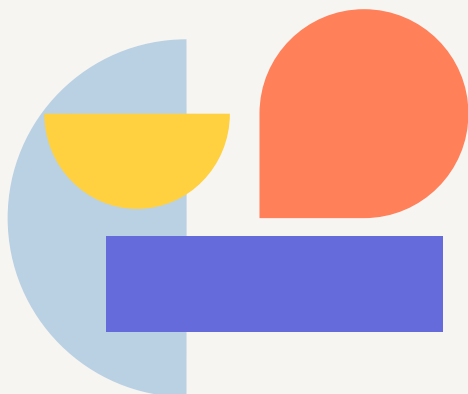
- Methodically strategized, organized, and flawlessly executed creative projects, adhering to meticulously planned timelines and meeting marketing objectives and production milestones. This precision in project management ensured consistent goal attainment.
- Demonstrated a track record of delivering top-tier artistic content punctually and within budget constraints. Achieved this by adeptly employing resource allocation, strategic prioritization, comprehensive process documentation, and continuous monitoring of key performance indicators, fostering optimal efficiency.

Talent Acquisition and Performance Metrics:

- Expertly recruited, selected, and led a team of designers, illustrators, and 3D artists, fostering a collaborative and creative work environment that consistently delivered exceptional results.
- Headed the development and implementation of strategic Key Performance Indicators (KPIs) to assess and elevate the team's artistic achievements. These metrics drove continuous improvement and ensured alignment with organizational goals.
- Innovatively developed and implemented process documentation, resulting in error reduction and significantly expediting the onboarding process for new hires. This proactive approach optimized team productivity and knowledge transfer.

Data-Driven Insights:

- Generated insightful reports through the utilization of Workfront, offering precise and data-driven insights into team performance and project timelines. These reports provided an accurate snapshot of progress and facilitated informed decision-making.



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

- Demonstrated a data-centric approach in making creative decisions, effectively optimizing resource allocation for enhanced project efficiency and outcomes. Leveraging data insights, I consistently improved resource allocation to align with project goals and objectives.

Strategic Problem-Solving:

- Proactively tackled strategic challenges that had the potential to impede artistic success by swiftly identifying and implementing effective solutions. This included the development of automation scripts, meticulous process documentation to ensure consistent execution, and establishing a streamlined system for regular file updates within a shared repository. These initiatives markedly enhanced workflow efficiency and fostered a more cohesive and productive creative environment.

Cutting-Edge Artistic Expertise:

- Stayed updated on artistic trends and technologies through ongoing research, providing strategic insights that drove growth and innovation.

Cross-Functional Collaboration:

- Maintained strong collaborative relationships with online creative partners, ensuring a seamless artistic experience across digital touchpoints and enhancing brand presence.

The Home Depot, Atlanta, Georgia

Senior Web Designer

08/2015 - 10/2016

Led Concept Development and Creative Execution:

- Orchestrated the ideation and creative execution of online deliverables, focusing on product pages.
- Crafted innovative concepts to elevate the brand's digital presence and engage users effectively.

Established Scalable Content Workflow:

- Engineered an efficient and scalable content production workflow, optimizing processes for greater productivity and quality assurance.

Innovated with JavaScript Tool Creation:

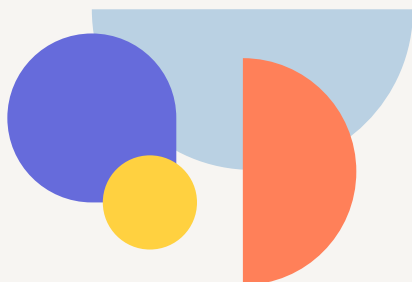
- Pioneered the development of a JavaScript-based online tool, streamlining the gathering and processing of online assets and APIs to create immersive rich content experiences.

Provided Strategic Creative Direction:

- Offered strategic creative guidance to junior designers, infusing projects with industry best practices and process enhancements.
- Actively monitored junior designer's progress, ensuring the alignment of creative vision with project goals.

Multifaceted Content Creation:

- Delivered compelling content for over 5,000+ product information pages, expertly balancing multiple projects simultaneously while upholding meticulous attention to detail.



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

Strengthened Cross-Functional Collaborations:

- Cultivated robust cross-functional relationships with teams across user experience, technology, development, and product managers.

Mentored and Elevated Talent:

- Served as a mentor to junior associates, imparting industry standards and drawing from valuable past experiences to nurture their creative growth.

Designed Product Tracking Tool for Reporting:

- Innovated the creation of an online tool for tracking thousands of products, offering real-time insights into production status.
- Empowered senior leaders with data-driven reporting for informed decision-making.

Delta Air Lines, Atlanta, Georgia

Senior Graphic Designer

03/2008 - 08/2015

Creative Strategy and Branding:

- Led the conceptualization and design of images, advertising campaigns, promotional materials, web-based media, motion graphics, and airport signage, both domestically and internationally. Ensured alignment with Delta's current brand identity standards while supporting various divisions.

Collaboration and Stakeholder Management:

- Coordinated seamlessly with internal and external clients, vendors, and agency partners. Played a key role in determining production methods, material requirements, brand compliance, and cost estimates to ensure successful project execution.

Global Signage Expertise:

- Successfully crafted comprehensive physical and digital airport signage solutions for Delta's Sky Priority program, deployed across an extensive network of 350+ airports worldwide.

Dynamic Motion Graphics:

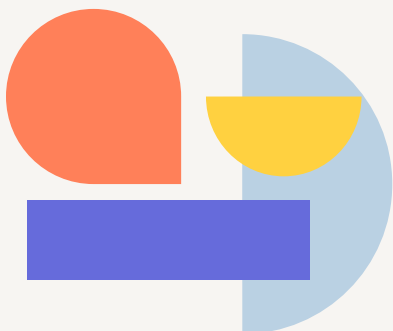
- Designed captivating motion graphics tailored for stadium LED displays, driving brand visibility and sponsorship impact in baseball, football, hockey, basketball, and soccer arenas.

Internal Marketing Support:

- Provided creative support to the US Marketing team by developing a wide range of internal channels, including in-flight entertainment screens, gate information display ads, print advertisements, and digital LED billboards, reinforcing Delta's brand identity.

Innovation and Workflow Efficiency:

- Spearheaded the development and implementation of an intranet-based creative request system, streamlining project tracking for a team of 6+ designers. This innovative solution addressed a critical operational gap and enhanced productivity.



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

Collaborative Infrastructure:

- Established and maintained a dedicated file-sharing server, fostering seamless collaboration within the design team, resulting in enhanced project efficiency and asset management.

Global Brand Awareness:

- Introduced and managed an intranet brand awareness site for Delta, attracting over 70,000 annual pageviews. This platform served as a global resource, delivering brand guidelines and upholding brand identity across the organization.

Project Leadership:

- Managed projects from inception to completion, ensuring strict adherence to deadlines, budgetary constraints, and project briefs, maintaining a consistent focus on quality and creative excellence.

Cross-Functional Collaboration:

- Worked collaboratively with internal and external groups, employing cross-functional methodologies to drive the successful execution of corporate branding and identity initiatives, fostering a cohesive brand message.

EDUCATION

Kennesaw State University, Kennesaw, Georgia **Bachelor of Fine Art – Graphic Design**

- Magna Cum Laude
- Dean's List
- President's List
- Senior of the Year



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

SKILLS

leadership, flexible, mentor, empathetic, fast-paced, innovation, collaborating, storytelling, design systems, art direction, graphic design, project management, brand identity, typography, photography, advertising, copywriting, presentations, budgets, research, illustration, programming, scripts, management, social media, online advertising, digital marketing, creative strategy, email marketing, e-commerce, corporate identity, creative direction, project management, web design, motion graphics

SOFTWARE

Adobe Creative Cloud, Photoshop, Illustrator, InDesign, After Effects, XD, Microsoft Office, Excel, PowerPoint, SharePoint, HTML, CSS, JavaScript, PHP, MySQL, Figma, Workfront, Jira, Airtable, Clickup, Smartsheet, Innervate



matthew.w.daniel@gmail.com



matthew-daniel.com



678-446-2104

