

MATT ORDESHOOK

ART DIRECTOR / DESIGNER / PHOTOGRAPHER

ABOUT

A performance-driven, extremely organized professional with extensive experience in all things digital. Detail oriented self-starter with excellent oral and written communication, analytical, organizational, and time management skills; highly motivated and eager to be a part of any team's exponential success. I am comfortable working autonomously in a fast-paced, stressful environment as well as serving in diverse team atmospheres.

EXPERIENCE

- 2014 - Present** **ID8BRANDS MARKETING - Sr. Art Director**
Senior-level partner providing creative insight on digital marketing initiatives. Clients - Fullscreen Media, State of Blue Clothing, Fireball Skate, 5littlemonkeys.com, NuMe Hair, Envy Fiji Fashion, Revive Procure Hair and Intersection.
- 2013 - 2014** **VISALUS INC. - WEB & SOCIAL MEDIA DESIGNER**
Successfully developed social media creative content in collaboration with promoters and social media manager. Designed performance based landing page designs used for customer acquisition campaigns on new product launches.
- 2011 - 2013** **EDMUNDS.COM - Sr. Designer**
Sr. Designer on the creative service team that successfully improved user experience on Edmunds.com. Enhanced sales presentations for account executives used for new client pitches. Designed and presented ad concepts to automotive brands.
- 2009 - 2011** **OGILVY & MATHER - Art Director**
Art Director on award winning team responsible for the execution of branded campaign development. Projects included; style guide development, interactive media design, animation and motion, out-of-home production design, rich-media creative assets, design on branding initiatives. Accounts: Cisco, Nature Made, AMPM, Wells Fargo, and Ameritrade.
- 2007 - 2009** **&BRAND - Design Lead**
Manage multiple teams simultaneously on lead generation campaigns requiring A+B performance optimization. Developed workflow in conjunction with account executives, producers and project managers. Accounts: Wen Hair, Proactiv, Meaningful Beauty.
- 2006 - 2007** **TBWA\CHIAT\DAY - Interactive Designer**
Worked with design team to execute online ads for various clients. Accounts: Nissan, Uncle Bens, and Sony PlayStation.
- 2005 - 2006** **INTERNET BRANDS - Interactive Designer**
Worked with marketing directors on interactive & web design for CarsDirect.com, Autos.com, Autoloans.com, GreenHybrid.com, and WikiTravel.com

424.367.9855

mattordeshook@gmail.com

www.ordeshook.com

SKILLS

Art Direction, Graphic Design, Social Media, Wordpress, Shopify, CMS, Adobe Creative Suite, Photography, Brand Design, PC & MAC, Web & Mobile Design, HTML & CSS, Project Management, Strong Communicator, Team Building

QUALIFICATIONS

Gains confidence and trust from stakeholders through collaboration to drive creative ideas and strategic execution. Possess a network of industry professionals and resources across all creative disciplines and media including graphic design, photography, copywriting, and video. Experience partnering with social media influencers and content creators.

EDUCATION

1998 - 2000
BACHELOR OF SCIENCE (BS)
MT. SIERRA COLLEGE

Computer Information Technology and Support Services.

1996 - 1998
FINE ART
COLLEGE FOR APPRAISERS
Appraising Fine Art and Antiques

ADDITIONAL INFORMATION

[Website](#)

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