



# MATT DANGELO

## CREATIVE DIRECTOR

### Overview

Over the past two decades, I've been on an exciting journey, fine-tuning my creative and technical skills to deliver outstanding results for a wide range of brands: Quest Diagnostics, John Hancock, Hillrom, DICK'S Sporting Goods, Ray-Ban, Norwegian Cruise Line, Jim Beam Brands, JetBlue, Cisco, Kodak, DirecTV, Sony PlayStation, OppenheimerFunds, Scion, AAA, MetLife, Constellation Brands, Wegmans, MassMutual, and many others. I'm all about embracing the dynamic life of a nimble creative, constantly exploring innovative strategies and tactics to make the most out of my clients' budgets and reach. Connecting with audiences in fresh, engaging ways is what drives me. Whether it's digital strategy, motion design, branding, advertising, video production, or social media, I've led teams with enthusiasm and expertise, helping them shine in every project we tackle.

### Interests

When I'm not busy honing and expanding my design skills and delighting clients, I take great joy in being a professional photographer, drummer, and giving back to the community. I have shot a wide variety of subjects: travel, wildlife, talent, products, beauty, fashion, and more. I've recorded two albums and drummed on stages in front of thousands, with broadcasts going out to millions of people, worldwide. My volunteering efforts have included creative roles at large non-profits, serving on the board of the local chapter of the American Advertising Federation, donating time to Habitat for Humanity and Lollypop Farm (Humane Society of Greater Rochester), providing foreign aid to the impoverished in Mexico and Haiti, as well as offering mentorship to high school and college students.

“ Matt has the eye of an art director, the brain of a marketing manager, the attention to detail of a project manager, and a positive, professional attitude that makes working with him a rewarding experience.” — Social Strategist at Avid

#### CREATIVITY

- CREATIVE MANAGEMENT
- CREATIVE DIRECTION
- ART DIRECTION
- GRAPHIC DESIGN
- LEADERSHIP + MENTORSHIP

#### DESIGN

- VISUAL IDEATION
- BRANDING
- PACKAGING
- ADVERTISING
- SOCIAL MEDIA

#### INTERACTIVE

- UI/UX DESIGN
- WIREFRAMES
- PROTOTYPES
- APPS + GAMES
- DISPLAY BANNERS

#### IMAGING

- MOTION DESIGN
- VIDEO EDITING
- VIDEO PRODUCTION
- PHOTOGRAPHY
- DRONE IMAGING





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**Hello.** I'm an accomplished creative leader, boasting a rich tapestry of experiences across print, interactive, and broadcast media. My core strengths ignite when blending strategic foresight with creative flair—crafting integrated marketing communications that resonate globally, regionally, and locally. While accolades are nice, what truly matters to me is the satisfaction and return on investment I bring to my clients. I believe that inspired design is about catalyzing tangible, measurable change that leaves a lasting impact. Let's make a meaningful difference together.

## Experience

### CREATIVE DIRECTOR FLYNN

Rochester, NY (Pittsford)

9 YEARS

Flexed my wide range of design skills while leading teams with digital strategy, development, motion design, social media, branding, advertising, and lots more. Committed to delighting clients and producing highly-effective advertising with data and daring at the core.

### CREATIVE DIRECTOR STORMFROG

Rochester, NY (Victor)

8 YEARS

Acclaimed Creative Director for a digital agency providing customized solutions in software, websites, apps, social media, games, and more. Collaborated with ad agencies and clients to plan, manage, and design compelling marketing. Integral in branding, interactive, print, and motion design.

### CREATIVE MANAGER LOGICAL SOLUTIONS

Rochester, NY (Brighton)

1.5 YEARS

Award-winning Creative Manager for an industry leader in internet solutions. Responsible for client relations, creative design concepts, UI designs, motion graphics, CSS specs, managing creative with outsourced partners, etc.

### SR. ART DIRECTOR ARCHER COMMUNICATIONS

Rochester, NY

2.5 YEARS

Award-winning agency director with a strong focus on brand positioning, development and integrated marketing communications. Designed print and interactive projects. Managed in-house creative team.

### MULTIMEDIA DIRECTOR QUANTUM COMMUNICATIONS

Rochester, NY

2.75 YEARS

Versatile director for a full-service advertising agency that specialized in web design, print, corporate identity, and broadcast media. Created advertising for clients in automotive, healthcare, and retail industries.

### ADJUNCT PROFESSOR MONROE COMMUNITY COLLEGE

Rochester, NY (Brighton)

2 YEARS

Taught college-level web design. Was responsible for demonstrating the real-world techniques and practices of web designers. Conducted lectures and developed tutorials, quizzes, and exams.

### GRAPHIC DESIGNER WESTLEY ASSOCIATES

Rochester, NY (Penfield)

4.75 YEARS

Produced print collateral campaigns for financial institutions, colleges, and organizations as well as consumer packaging for the food industry.





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## Portfolio Preview

A small sampling from the many inspiring businesses that I have had the privilege of collaborating with and designing for:

