



Matthew Balcer

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SUMMARY

A malleable mind and steady hands, trusted by global to hometown clients, ready to lead your team.

SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, Bridge

Familiar with: **Adobe Muse and Premiere, Final Cut Express**

Basecamp, Box, FTP, Microsoft Office, Workfront ProofHQ

Facebook, Instagram, Pandora, Spotify, Twitter, Vimeo, YouTube

EXPERIENCE

Leo Burnett Detroit, Troy, MI

Art Director, April 2013 – February 2018 (5 Years)

ACDelco, Chevrolet Performance, Chevrolet Silverado, Genuine GM Parts, GM Certified Pre-Owned, GM Certified Service, GM Financial & Insurance, GM Fleet & Commercial, GM Mobility, GM Remarketing

Doner, Southfield, MI

Freelance Art Director, December 2011 – December 2012 (1 Year)

AutoZone, Choice Hotels, Chrysler, Dodge, Pennzoil, Ram, Quaker State

Leo Burnett Detroit, Troy, MI

Art Director, August 2005 – November 2011 (6 Years)

Buick, Cadillac, GMC, Pontiac

Creative Assistant / Mat Room Coordinator, July 2003 – August 2005 (2 Years)

Pro Bono clients: Ad Council, American Heart Association, Ann Arbor Civic Theatre, Detroit City FC, Detroit Public Schools, Motown Historical Museum, Recycle Here!, The Dales Neighborhood Association (Ferndale, MI)

Freelance clients: Author Cal Freeman, Hawkeye Indexing & Editing Services, Image Circle Gallery, Mobile Rhythm Entertainment, Premier Internet Sales, Shamrock DJ Service

EDUCATION

Eastern Michigan University, Ypsilanti, MI

BFA, Graphic Design, 2002

Continuing education:

Center for Creative Studies, Detroit, MI

Wayne State University, Detroit, MI

ACTIVITIES

Finalist in the 2010 **Detroit Institute of Arts / Let's Save Michigan** poster competition

Work displayed at the 2012 **AIGA Detroit / Detroit Design Festival**

Integrated photo and video shoot work published in August 2015 issue of **Photo District News**

Designer, social media, and mandolin player for the band **The Codgers** (1.25K followers)