

MATT BALCER

ART DIRECTOR

he/him/his

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SKILLS

- Adobe Creative Cloud: Acrobat, Bridge, Illustrator, InDesign, Lightroom, and Photoshop (including experience with AI tools)
- I scored in the top 5% of the 725k users who took LinkedIn's Adobe InDesign test
- I scored in the top 15% of the 3.2M users who took LinkedIn's Adobe Photoshop test
- Experience with digital design software: Adobe Express and Muse
- Experience with digital asset management software: Adobe Experience Manager Assets, Google Photos, PhotoShelter, and ResourceSpace
- Experience with productivity and project management software: Basecamp, Google Docs, Google Drive, Microsoft OneDrive, Microsoft Office, Microsoft Teams, Slack, Targetprocess, Workfront Proof, and Zoom
- Experience with social media platforms: Facebook, Instagram, LinkedIn, Twitter, Vimeo, and YouTube

EXPERIENCE

Wayne State University, Office of Marketing and Communications, Detroit, MI

Senior Graphic Designer

June 2018 – present

- I design visual communications that promote and create awareness for Wayne State University. I establish and follow visual identity guidelines to maintain the integrity of the higher education brand.
- I concept and design traditional communications including apparel, banners, booklets, brochures, bulletins, catalogs, clings, direct mail, fliers, logos, magazines, merchandise, newsletters, out-of-home ads, point-of-sale, posters, presentation slides and boards, print ads, recruitment materials, signage, and student welcome packages.
- I concept and design digital communications including digital assets, OLA, podcast covers, social media graphics, and web page wireframes.
- I work on integrated marketing campaigns and ensure that all of the materials maintain a unified look and feel.
- I am closely involved in the planning of photo shoots and direct and collaborate with the photographers.
- I design higher ed-focused print publications, including *Wayne Lawyer*, the Law School's biannual magazine, *Warriors* community engagement magazine, *Transfer Strong*, the Transfer Student Success Center's newsletter, the *Wayne State University in Detroit* faculty and staff recruitment booklet, and the *Wayne State Update* newsletter for high school counselors. Then, I design these publications as web sites or collaborate with a web design vendor who develops them into web sites.
- I took advantage of WSU's employee tuition benefit and earned a Graduate Certificate in Archival Administration. I apply my experience as an admin of WSU's Digital Asset Library, a platform that makes the university's visual assets more discoverable and accessible to marketing and communications staff across the campus as well as to the public.
- I execute my duties and responsibilities on-site and remotely.

Allied Vaughn, Livonia, MI

Intern/Practicum Student

January 2023 – April 2023 (4 Months)

- I performed a variety of tasks to help make the General Motors Heritage Archive's records discoverable and accessible including batching records, targeting content with historical value, digitizing photograph transparencies, ingesting records into a digital asset management system, and adding metadata to digital records.

Leo Burnett, Troy, MI

Art Director

April 2013 – February 2018 (5 Years)

- I created work for brands including ACDelco, Chevrolet Commercial Vehicles, Chevrolet Performance, Chevrolet Silverado, Genuine GM Parts, GM Certified Pre-Owned, GM Certified Service, GM Financial & Insurance, GM Fleet & Commercial, GM Mobility, GM Powertrain, and GM Remarketing.
- Partnered with a copywriter, I conceptualized and designed traditional communications including broadcast, brochures, catalogs, direct mail, logos, merchandise, out-of-home advertising, point-of-sale, presentation slides, print ads, and storyboards.
- I also conceptualized and designed digital communications including app UI/UX, digital graphics, social media graphics, static and rich media OLA, web page wireframes, and web videos.
- I was closely involved in the planning of photo, video, and broadcast shoots and directed and collaborated with the photographers and directors.
- I provided design direction and feedback to web developers creating digital experiences.
- I created spec work for business pitches which helped to retain accounts.
- I worked on integrated marketing campaigns and ensured that all of the materials maintained a unified look and feel. For example, my teammate and I conceived "Every Day. Any Task.", an integrated marketing campaign for the Chevrolet City Express product launch, which included desktop and mobile web sites, an interactive vehicle graphics customizer, web video content, static and rich-media OLA, a vehicle giveaway contest, print ads, and a catalog. I was closely involved in the integrated photo and video shoot for the campaign. The complexity of the production was featured in an article in *Photo District News*. Total impressions for the campaign exceeded 100 million. Desktop visits to chevrolet.com, gmfleet.com, and partner site entrepreneur.com, were over 1.2 million. The "City Express to Success" contest was shared over 213 thousand times on social media. The campaign helped drive GM Fleet & Commercial's paid search performance past their benchmark.

Doner, Southfield, MI

Freelance Art Director

December 2011 – December 2012 (1 Year)

- As a freelancer, I helped the agency tackle extra work for many different accounts. I created work for brands including AutoZone, Chrysler, Choice Hotels, Dodge, Pennzoil, Quaker State, and Ram.
- I conceptualized and designed traditional communications including logos, presentation slides and boards, print ads, and storyboards.
- I also conceptualized and designed digital communications including app UI/UX, digital graphics, static and rich media OLA, social media graphics, and web page wireframes.
- I worked on integrated marketing campaigns and ensured that all of the materials maintained a unified look and feel.
- I directed and lead a team of digital designers creating rich media OLA.
- I created spec work for pitches and helped the agency win the O'Charley's account.

Leo Burnett, Troy, MI

Art Director

August 2005 – November 2011 (6 Years)

- I created work for brands including ACDelco, Ad Council, American Heart Association, Buick, Cadillac, Detroit Public Schools, GMC, GM Goodwrench, and Pontiac.
- Partnered with a copywriter, I conceived and designed traditional communications including broadcast, brochures, catalogs, direct mail, logos, out-of-home advertising, point-of-sale, presentation slides, print ads, and storyboards.
- I also conceived and designed digital communications including digital designs, static OLA, and web videos.
- I was closely involved in the planning of photo, video, and broadcast shoots and directed and collaborated with the photographers and directors.
- I created spec work for pitches which helped the agency to retain accounts and to win the ACDelco account.
- I worked on integrated marketing campaigns and ensured that all of the materials maintained a unified look and feel. For example, my teammate and I conceived “Blue Carpet”, an integrated marketing campaign for GM Goodwrench, which included broadcast ads, direct mail, and print ads.

Creative Assistant/Mat Room Coordinator

July 2003 – August 2005 (2 Years)

- I assisted designers, art directors, and creative directors with creating ads.
- I assembled presentation boards for meetings and stocked the mat room with supplies.

Pro Bono clients:

- Over the years, I have designed visual communications pro bono for clients including Ann Arbor Civic Theatre, Detroit City FC, Motown Historical Museum, Recycle Here!, and The Dales Neighborhood Association (Ferndale, MI).

Freelance clients:

- Over the years, I have designed visual communications for clients including author Cal Freeman, FlexTech High School, Hawkeye Indexing & Editing Services, Mobile Rhythm Entertainment, and Shamrock DJ Service.

EDUCATION

Wayne State University, School of Information Sciences, Detroit, MI
Graduate Certificate, Archival Administration, 2023, GPA: 4.0

Eastern Michigan University, School of Art and Design, Ypsilanti, MI
Bachelor of Fine Arts (BFA), Graphic Design concentration, 2002

Continuing education:

Wayne State University, Detroit, MI, *Introduction to Industrial Design*, 2019

Wayne State University, Detroit, MI, *Mass Media*, 2004

College for Creative Studies, Detroit, MI, *Experimental Photography*, 2003

ACTIVITIES

- I was a finalist in the 2010 Detroit Institute of Arts/Let’s Save Michigan poster design competition.
- My design work was displayed at the 2012 Detroit Design Festival sponsored by AIGA.
- I create 3D-printed objects with Qidi X-pro 3D printer and Qidi Print slicer software.
- I am a multi-instrumentalist in the Celtic and Americana band The Codgers.
- I am a former student member in the Society of American Archivists and the Midwest Archives Conference.