

matthew finn

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e d u c a t i o n

MFA Graphic Design, 2010

Savannah College of Art and Design, Savannah, Georgia

BFA Graphic Design, 1999

Western Michigan University, Kalamazoo, Michigan

p r o f e s s i o n a l e x p e r i e n c e

St. Thomas Aquinas College

Sparkill, NY

8/2011 – present

visiting assistant professor
of graphic design

Courses: 2D Design, 3D Design, Intro to Computer Art, Typography, Web Design 2, History of Graphic Design, Pre-Press Production, Packaging: Designing for Sustainability, Art Direction, Senior Portfolio

As a Visiting Professor of Graphic Design at St. Thomas Aquinas College, I was given the opportunity to teach multiple design courses at various levels. The classes I taught ranged from entry to upper level design courses covering various topics related to the graphic design field. One of the many objectives I strive to include in my teaching is the real world collaborative experience of working with a client on a tangible project. Since joining the faculty at St. Thomas Aquinas, I have brought multiple client projects into the classroom through collaboration between various departments on campus. Every client project has presented the students with a diverse set of challenges that could never be simulated by a typical classroom project. In my short time at St. Thomas Aquinas I feel I have helped advance the quality of student work and I will continue to find new and innovative ways in which to create a valuable learning experience for each student. In addition to my teaching responsibilities, I also participate in various service aspects within the college. I am a member of the Exhibition Committee which selects and oversees artists and exhibitions that take place in the campus art gallery. I am also a member of the Faculty Development Committee where I review proposals and select candidates for yearly research grants. Most recently I was selected to join the college's Sustainability Committee, which is a new initiative developed by the president to facilitate sustainable practices throughout the college campus. I fully participate in open house events and other student recruitment opportunities for the college. Lastly, I am the faculty representative for the Alpha Chi professional fraternity where I select students and facilitate the various operations involved with the fraternity. As part of my continuing research and education I continue to practice as a freelance graphic designer for select clients. I am also actively researching two topics of interest related to design; sustainable design thinking, as well as the role of technology and the human process in design.

University of North Florida

Jacksonville, FL

8/2010 – 8/2011

visiting professor of graphic design

Courses: 2D Design, Basic Computer Imaging, Typography Studio, Pre-Press Production

In my role as a Visiting Professor of Graphic Design and Digital Media at the University of North Florida, I taught two foundation design courses which included Basic Computer Imaging and 2 Dimensional Design. Additionally, as part of the limited access Graphic Design program, I taught Typography Studio and Pre Press Production. In addition to teaching, one of my responsibilities at UNF was to take part in the limited access student reviews. During the review process my fellow colleagues and I reviewed student portfolios and provided constructive feedback before determining who would be accepted into the design program. Additionally, in a collaborative effort to bring the real world aspect to the classroom, my students worked with the Childhood Development Department

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to create two distinct sets of children's books. The first set of books centered around the theme of children making appropriate decisions in various social settings. The second set of books concentrated on basic concepts such as colors, numbers, the alphabet, and positional words. The latter was ultimately produced as part of a grant sponsored program for the university to help educate underprivileged children in the Jacksonville area. Each book series challenged my students to develop original characters, organize information logically, and create a unified visual system throughout the series. In the end, the projects were a success for both the students development and introducing the idea of collaboration between departments within the university.

Savannah College of Art and Design

Savannah, GA
1/2010 – 5/2010
teaching intern

As part of my masters program at SCAD, I teamed with two professors in two distinct undergraduate design courses to complete my teaching internship. This experience educated me on how to engage and motivate students to reach their full potential. During both internships I gave lectures, introduced new projects, and provided creative feedback and assistance with their various projects. My preparation to become a professor of graphic design was greatly influenced by this educational experience.

Savannah College of Art and Design

Savannah, GA
8/2009 – 12/2009
mentor

Through the Graduate Mentor Program at SCAD, I worked one on one with an undergraduate mentee in the graphic design department. Over two quarters I assisted my mentee with creative techniques and feedback, software applications, and time management skills. While working with my mentee she was able to raise her grade point average and began excelling in her design courses. One of her biggest accomplishments while in the program was that she completed a five page website in html and css which was a new area of design that she was learning.

Savannah State University

Savannah, GA
7/2009 – 11/2009
web design contract employee

Savannah State University provided me the opportunity to completely redesign their website from the ground up. Revamping the website presented two diverse challenges from both a design and an organizational perspective. Throughout the process I was successful in creating a contemporary look and feel while also setting up a new structure for the organization and navigation of the site. Once completed, the website was very well received by the website committee, faculty, and staff at the university.

Democracy Data & Communications

Alexandria, VA
5/2004 – 6/2009
associate art director
contract employee

During my five years with DDC, I had the opportunity to work on multiple projects that serviced the public affairs departments within many Fortune 500 companies and top Washington associations, in addition to maintaining DDC's corporate marketing strategies. I developed websites, brochures and other collateral for many political action initiatives ranging from grassroots to communications with elected officials; created logos, websites and monthly newsletters for political action committees; designed company and product brochures and helped maintain the corporate website for DDC. As Associate Art Director I was responsible for managing a group of in-house designers

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and outside freelancers. Additionally, I was also given the task of developing a new creative process within the department to facilitate changes in workflow. While in this role, I extensively worked with designers, writers, web developers, project managers, and executives to streamline complex design projects.

Neo Design
Washington, DC
5/2002 – 1/2004
graphic designer

Neo Design provided me the opportunity to design various types of projects with a wide range of clients. I developed logos and company business systems, designed and programmed websites, produced short multimedia promotional pieces, created numerous promotional packages for a local theater, produced ad campaigns, and designed reports and brochures for numerous clients. Our client base included small businesses, non-profit groups, and large corporations. In my role at Neo Design I had direct interaction with each client throughout the design process to ensure a successful outcome.

SmithGroup Inc.
Detroit, MI
6/2000–10/2001
graphic designer

While employed at SmithGroup I worked on all corporate projects relating to the SmithGroup brand as well as selected outside client projects. Some of the projects include but are not limited to, SmithGroup Inc. Annual Report, Holiday Calendar, Market Sector Brochure System, Announcement Cards, and the redesign of the corporate website. During this time I also created a Corporate Identity Manual and maintained identity standards by overseeing the printing of our marketing materials and business system. I also worked with various architects and project managers to create project presentation materials and signage concepts for the Wayne County Metropolitan Airport project.

s k i l l s & e x p e r t i s e

Adobe Suite, html, CSS, Microsoft Office, pre-press operations and press checks.

c o n f e r e n c e s , e x h i b i t i o n s & w o r k s h o p s

SECAC: Confluence - *Sustainable Design Thinking* - Pittsburgh, PA, 10/2015

Open Engagement Conference - *Sustainable Design* - Queens Museum, NY, 5/2014

Art Faculty Exhibition - St. Thomas Aquinas Collage, 11/2013

Reclaim + Remake Symposium - Catholic Univ. of America, 4/2013

MFA Graphic Design Exhibition - SCAD, 5/2010

Benetton Collaboration Exhibition - SCAD, 5/2010

Jonathan Barnbrook Workshop - SCAD, 1/2009

Artistic Honors Scholarship - SCAD, 3/2008

BFA Graphic Design Exhibition - WMU, 4/1999

Advanced Ceramic Exhibition - WMU, 2/1999

Student Purchase Award - WMU, 4/1998

Student Art Exhibition - WMU, 4/1998

Studio 23 group Art Exhibition, 12/1996