CHRISTIAN MATY



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EXPERTISE & CAPACITIES

brand development

creative strategy

brand design

graphic design

web design & UX

creative marketing strategy

video editing

motion graphics & animation

creative copywriting & marketing copy

print design

photography

presentation design & infographics

promotional and event design

social media

RATHER CLEVER

APTITUDES AND MASTERY



Creative Cloud Software Suite

Proficiency in most of the 50 apps in the Adobe Creative Cloud Suite, Guru level master skills in Photoshop, Illustrator, and InDesign



Productivity Applications

Expertise in the Microsoft Office Suite and comparable productivity software. Project management software and Agile savvy.



CSS & HTML

Working knowledge of HTML & CSS. Conceptual understanding from a creative concept level.



Social Media Platforms & SEO

best practices, and creative integration. Competent in SEO analysis and strategy

AMONG THE LAST OF THE CREATIVE TALENT PURPLE UNICORNS.

A rare hybrid of expansive skills, broad range experience and seasoned intuition combine into a rarely-found combination of aptitudes and insight behind this enthusiastic creative leader.

APPLICABLE EXPERIENCE

2020

2002 - 2020 Scorpio Creative Owner & Principal

- + Operated as a Senior Creative Director or similar leadership role for small businesses or enterprise teams.
- + End-to-end management and practical participation in all phases of branding & creative strategy; concept development, creative strategy planning & execution, and marketing-adjacent campaign development.
- + Utilized near-constant flexibility and agility operating within environments and projects with constantly shifting needs and criteria.
- + Heightened inter-disciplinary knowledge, operating between varied mediums (synthesis of print with web, promotion to video assets, social media to consumer experience, and similar hybrid development).
- + Outsource manager for creative subcontractors on projects.
- + Delivered creative and marketing problem-solving and strategy development, both on teams as well as independently.
- + Gained almost two decade of practical experience in design, media, writing, project management, photography, and several other areas.
- + Immersion in various fields to better refine and achieve client end goals.

2003

1996 - 2003

Mike Hoffman Design Senior Design Principal

- + Diverse responsibilities included graphic design, brand & identity development, project management, promotional development, client relations, brand expansion, web design, advertising design, and more
- + The firm's "#2 man," helping increase revenue and tripling client base for company over two years when put into senior position.
- + Gained agility working in an agency environment.

1996

1993 - 1996 Graphics Express / Spire Express Department Manager

- + Manager of large format print fulfillment and prepress production.
- + Gained agency experience merged with high interaction of practical skills.

1993

1989 - 1993 Carnegie Mellon University

- + Bachelors in Creative Writing and Cultural Theory.
- + Theory degree program focused on critical thinking and analysis.

BONUS FEATURES

Performer & Actor

Politically active

Photographer

Podcaster (The Big Inside)

Cartoonist & Illustrator

Coach and mentor

❤ Poet and fiction writer

Co-owner of The TrikeHub

Strength Athlete

an uncommon individual whose vast talents, skills, and capacities, seem almost mythical 2. a person possessing dramatically extensive exposo uncommonly broad as to seem fantastical 3. marked with such rare creative talent as to border on unbelievable