Matthew Mefford

Digital Art Director

matthewmefford.com

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513.305.6439

Experience

Art Director with over 25 years of experience, specializing in digital for the past 15 years. I bring visionary thinking to projects, leveraging each medium to its fullest potential.

My approach involves strategic problem-solving and selling through creative solutions. I excel in concepting and leading teams to create integrated digital programs across various platforms, including web, YouTube, social media, and display advertising.

Client Services

Creative Direction
UI/UX
Animation
Brand Development
Designer & Developer
Management

Education

University of Cincinnati
Bachelor of Science in Graphic Design

Applications

Photoshop
Figma (UI/UX)
Illustrator
Premiere
Indesign

Bohan

bohanideas.com

Senior Digital Art Director 2019-2024

Spearheaded creative strategy and direction for major national campaigns, enhancing brand visibility and engagement for Dollar General.

Provided creative direction to agencies such as Coca-Cola, Pepsi, and Mars Pet on co-branded ads, for which I developed guidelines.

Led a team of five people in producing high-quality digital content, resulting in increased campaign effectiveness.

Pioneered innovative video and animation projects that boosted customer engagement metrics across various mediums, including display media, social media, YouTube, and websites.

Clients Dollar General

Lipman Hearne

yesandlipmanhearne.com

Senior Digital Art Director 2013-2019

Managed creative processes from concept to completion for clients in the educational and non-profit sectors.

Created large-scale websites with integrated UI/UX design, extending campaigns across multiple mediums such as video, billboards, social media, and campaign brochures.

Executed creative solutions that responded to complex user needs and business goals, resulting in enhanced digital experiences.

Clients Booth School of Business, University of Miami, Caltech

Commonground

ten35.com

Senior Digital Art Director 2012-2013

Led creative direction for high-profile multicultural market campaigns for large brands, including websites, video, and display advertising.

Clients Coors Light, American Family Insurance, Coke

Method Engine

methodengine.com

Art Director 2006-2012

Oversaw frequent freelancers and website projects from inception to completion.

Conceptualized campaigns and translated them into effective UI/UX designs.

Clients Thermos, Lincoln Center, Kohler, Ingalls Health