

MATTHEW DUERKSEN

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PROFESSIONAL OVERVIEW

A versatile and strategic graphic design professional able to successfully meet and exceed client goals and expectations. A problem solver who quickly identifies opportunities and delivers solutions.

CAREER DEVELOPMENT

m.ink BY MATTHEW DUERKSEN

(11/09 - PRESENT)

- Developed m.ink, a letterpress design studio devoted to creating one-of-a-kind impressions
- Design announcements, custom greetings, branding and identity, personal and professional stationery
- Guarantee every product to be high-quality and environmentally conscious
- Work one-on-one with brides to concept and create invitation suites that best communicates their wedding identity
- Sponsor of Women-on-Fire, a membership organization of dynamic, authentic women who make a difference in the world

GRAPHIC DESIGNER, ST. JOSEPH HOSPITAL, ORANGE (FULL-TIME, FREELANCE)

(02/07 - PRESENT)

- Concept and design a wide variety of printed marketing materials for leading non-profit healthcare provider; to include ads and direct mail, newsletters, annual reports, brochures of various formats, logos, posters and hospital signage, window and elevator wraps, promotional products, invitation collateral for special events, books, programs, handbooks and other patient education materials
- Creatively execute marketing strategies that resulted in a favorable increase of brand preference for the hospital's services and physicians:
 - Create materials for the strategic marketing of the hospital's major awards and accolades, to include: Magnet Designation; National Cancer Institute's Community Cancer Center's Pilot Program; America's Best Hospitals for Orthopedic Care, by *U.S. News & World Report*; Orange County's Most Trusted Brand (2010 and 2011); first Baby-Friendly Hospital in Orange County
 - Develop marketing materials to launch and execute four cross-channel brand-awareness campaigns that resulted in an increase in web visits and connectivity, as well as increased diagnostic and surgery volume
- Develop brand-focused communications tools with consistent messaging that differentiated the organization by its services, recognitions, achievements, outcomes, technology and medical advancements in a manner that reflects its mission, vision and values
- Designed the St. Joseph Hospital printed Physician Directory, a resource now heavily utilized by hospital administration, business services and physician offices
- Collaborate with photographers, printers, advertising agencies and fulfillment vendors to ensure high-level execution

GRAPHIC DESIGNER, OWNER OF MATTHEW DUERKSEN GRAPHIC DESIGN

(11/05 - PRESENT)

- Concept and design printed marketing materials for a diverse client base, to include ads and direct mail, newsletters, annual reports, brochures of various formats, logos, posters and signage, window and elevator wraps, promotional products, invitations and collateral for special events, books, programs, handbooks and other materials
- Manage print production and press checks
- Coordinate mailing and fulfillment

Clients, include: Allied Medical Supply, Chef Molly Culinary Artistry, Child Care Results, DVL Printing and Graphics, Legal Aid Society of Orange County, Locatebands.com, Newport Sports Museum, Pacific Compactor, PowerWave Technologies, PyroSpectaculars, RC Jones Photography, St. Joseph Hospital, TerraPacific, The Spine Institute at Chapman Medical Center, Vista Hospital

GRAPHIC DESIGNER, STARR SIGN DESIGN

(04/07 - 08/07)

- Concept commercial business signage for a full-service sign shop servicing clients throughout California
- Create and recreate logos for clients
- Silk screen design and color separations
- Design and produce vinyl artwork and lettering
- Utilize Mimaki printer and large-format Epson printer to produce a broad range of signage materials
- Experience plotting for signage fabrication and installment
- Manage jobs and client relationships

GRAPHIC DESIGN AND PRODUCTION ARTIST FOR NUTRILITE, BUENA PARK

(01/05 - 01/06)

- Design and produce internal communication materials for global leader in plant-based nutrition science
- Utilize SEAL laminate and mounting system, and large-format Epson printer to produce signage, trade show and convention graphics (posters, large banners, etc.)

PROFESSIONAL SKILLS AND ABILITIES

- Experience working with both Mac and PC platforms and software
- Expert knowledge of Adobe Creative Suite programs, including Indesign, Illustrator and Photoshop
- Expert knowledge of collateral production and pre-press
- Excellent interpersonal communication; can effectively lead and collaborate as a team member
- Able to manage and maximize budget dollars
- Able to multi-task and manage many projects at once

EDUCATION

CALIFORNIA STATE UNIVERSITY, FULLERTON

(08/02 - 08/11)

Bachelor of Fine Arts in Graphic Design