

Matthew Fackert

Address | 22 Hamilton Avenue
Haverhill, Massachusetts
01830

Contact | mfackert@hotmail.com
978-289-2737

id-initiative.com

Creative and Brand Director
Graphic Designer
Motion Graphic Artist

PERSONAL STATEMENT

I have worked for many years in the Brand Marketing and Advertising field, from research to idea generation to final design and delivery. I am most comfortable in problem solving and innovative thinking. I feel to be truly effective in marketing, you must be fully versed in all aspects of the creative and design process to understand what is possible and how to make ideas a reality. I truly enjoy seeing companies succeed and will never stop striving to learn new skills -- continually looking for new opportunities/challenges that allow me to grow creatively and professionally.

SKILLSET



Idea Generation
Creative Thinking
Problem Solving
Team Collaboration



Branding
Art Director
Graphic Design
Illustration
Print



Interactive
Interactive Environments
App Development
Social Media
AR & QR technologies
Website UX/UI



Video/3D
Art Director
Graphic Design
Illustration
Motion Graphics
3D

INTEGRATED USER EXPERIENCE

DESIGN SKILLS

01 Computer

- Print
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe Indesign
- Interactive
 - Adobe Dreamweaver
 - Adobe Flash
 - HTML & CSS
 - Javascript & JQuery
 - Wordpress + Exp. Engine
- Video
 - Premier + Final Cut Pro
 - After Effects
 - Audition
- 3D + Animation
 - 3d Studio Max
 - Strata3d
 - AutoCad
 - Sketchup
 - Revit & Navisworks
- Presentation
 - Powerpoint
 - Keynote

02 Knowledge

- Creative + Technology
- Problem Solving
- Art & Design
- UX/UI
- 3D + 4D Design
- Video and Motion Graphics
- Illustration 3D + 2D
- Augmented / Virtual Reality
- B.I.M. / VDC

WORK EXPERIENCE

Suffolk

Creative Director (current)
Develop Creative Strategy and Brand for \$2B National Contractor. Piloted and managed innovation team.

Arnold Worldwide Advertising

Art Director - Print / Interactive.
Creative and Design on major accounts including Volkswagon, Royal Carribean, Converse, Jetblue and the TRUTH Campaign

ID-initiative Creative

Design and Brand Company. 3d and Industrial Design.
Started company to develop branding for entrepreneurs and start-ups. Also, test new strategies in multiple platforms such as 3d animation, automation, robotics, 3d printing, and video.

Houston Herstek Favat Advertising

Graphic Designer and new media manager
Worked as graphic designer and interactive presentation developer

HOBBIES & INTERESTS



Film + Video



Reading



Industrial Design + Engineering



Architecture



Emerging Technologies
3D Printing
AR/VR

Social Media

LINKEDIN
Matthew Fackert

TWITTER
@MF825

INSTAGRAM
MF825

REFERENCES

References from friends and colleagues furnished upon request.