

# M A T T H E W K E R A N E N

## C O N T A C T

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## S K I L L S

- Attention to Detail
- Communication
- Accountability
- Problem Solving
- Teamwork
- Critical Thinking
- Creative Solutions
- Motion Design
- Animation
- Infographics
- Business Consultation
- Resource Management
- Adobe Creative Suite
- Illustration
- Logo Design
- Photography
- Marketing
- Advertising
- Branding
- Storyboarding
- Concept Art
- Package Design
- Typography
- Apparel Design

## E D U C A T I O N

### Full Sail University

Winter Park, FL  
2006

- Associate in Science - Film
- Production Design Minor
- Focus on Writing, Pre-Production, Art Department, Editing, and Marketing.

### BLS Certification

### Los Angeles Fire Card

## A U X I L I A R Y

Published artist in 21Draw Concept Art Book  
Featured in ShoutOut LA (April 5, 2021)  
Local Volunteering via ERYC Dodgeball League  
Social Media Campaign against Drunk Driving  
[#getaride](#)  
Storytelling enthusiast, movie nerd  
Strong Advocate for Integrity, Accountability,  
and ACTUAL Justice

## E X P E R I E N C E

### Branded Group

Anaheim, CA

July 2022 - November 2023

#### *Facilities Coordinator*

- Investigated, coordinated, and guided small-scale construction jobs through from request-to-completion stage
- Managed and mediated projects with efficient communication and results-focused strategy
- Facilitated optimal outcomes in vendor relations while maintaining budgets/expectations
- No prior experience, within (5) months, I was consistently top in monthly Profit % in team
- By month (7) was operating above next promotable level in volume, profit %, and quality

### Freelance Graphic Designer and Artist

Los Angeles, CA

October 2013 - Present *Clients of note*

#### **Real Truth International**

##### *Lead Graphic Designer*

- Animated stingers, text, and custom titles for video.
- Elevated logo incorporation and marketing elements.
- Created website aesthetic from scratch and established brand-wide style guidelines.

#### **Specular Theory**

##### *VR Graphic Artist, UI/UX Designer*

- Designed Icons, logos, buttons, menus, navigation, and color palette for VR simulator project.
- Made prototype visuals for gameplay scenarios, layouts, AR overlays, replay and controls.
- Developed multiple control options with limited controls, notably an intuitive rotary menu.

#### **Ensign Pictures**

##### *Storyboard Artist*

- Was able to quickly and confidently communicate with the director to efficiently get the shots he needed and synchronizing with his vision.
- Turned around one entire spot (over 70 illustrations and 48+ final shots) in under 72 hours.
- Fully boarded 6 different spots (between 30, 60, and 90 seconds), 3 were produced.

#### **Everyone Else**

##### *Everything Else*

- Friends to One-Time Clients to Charitable Causes.
- Book covers, album covers, portraits, event photography, illustration, business logos, business cards, video editing, animation, t-shirt design, movie posters, event graphics, and beyond.

### P Adriano & Associates

Carson, CA

October 2013 - August 2019

#### *Lead Graphic Designer and Artist*

- Personally responsible for Ralphs Supermarket chain's namebadge rebranding.
- Adapted themes and suggestions to full campaigns for annual awards shows at Disney.
- Established in-house digital production division, training, and workflow including vinyl printing, cutting, sublimation, and laser cutting/engraving.
- Engineered workflow and design for high-end award products at high volumes.

### US Packagers, Inc.

Carson, CA

October 2013 - August 2019

#### *Senior Packaging Designer*

- Significantly elevated in-house design capabilities.
- Brought the template building process to the digital age by creating digital, client-friendly templates.
- Developed photoreal digital prototypes and streamlined the physical sample process.

*More Experience upon request*