

Matthew David Pauley | Cincinnati, OH (US)
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PROFESSIONAL PROFILE

Graphic Design professional skilled in all aspects of print and web graphics. Exceptional communication skills connecting team members and project managers. Outstanding history of developing a rapport with the customer, serving as the point of contact regarding requirements eliciting, project status, and technical issue resolution. Superior web design, coding, and implementation skills. Proficient animation skills, business process modeling, and practical application of design methodologies and best practices. Successful track record meeting project milestones and developing long-term relationships with clients.

EXPERIENCE

User Experience Designer | Contracted to P&G (Proctor and Gamble)
2019 – 2020 | Tata Consultancy Services | Cincinnati, OH



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- Specialized in helping streamline and improve the User Experience for an online application that merged multiple databases and included over 10 different personas.
 - Software: Sharepoint, Gimp 2.0, Excel, Powerpoint, Jira, Concerto, Stibo Pim, Notepad ++ (they wouldn't give me access to Adobe software ;-), Teams, etc...
 - Skills: Frontend Design/Development, Offshore Management, Project Management, Multi-tasking, Collecting & Analyzing Project Requirements, Quick learning of new software.
 - Conducted testing with users via Teams, WebEx, and/or 1v1
 - ReDesigned the homepage to create a more User Friendly experience with a better flow and consistent fonts, colors, spacing, etc... using html, css, xml, javascript, and more.
 - Upgraded other pages using similar solutions discussed above.
 - Collaborated with other team members to create groupings throughout the website to make it easier for the users to find the correct information.
 - Conducted demos with the business users.
 - Helped to optimize the search functionality of the application.
 - Conducted training sessions to teach/educate other members of the team how to think as a designer and/or applications and/or application processes.
 - Created use cases/templates to improve processes.

Design & Usability Professional | Contracted to Citibank
2011 – 2019 | Tata Consultancy Services | Cincinnati, OH



- Specializing in custom Sharepoint, Web Design, and Usability for Internet & Intranet. -- Software: Sharepoint, Photoshop, Flash, Dreamweaver, etc...
- Skills: Offshore Management, Project Management, Multi Tasking, Project Requirements, Cost Estimates, etc.
- Assisted with migrating CitiBank OneMain Financial Banking organization internal website, after being sold to another company.
- Citibank Web Solutions Team Lead for Offshore design/dev members.
- Collaborated with the Web Solutions team to create a Touch Screen Application for Global Internet Redesign (Avatar) Program.
- ReDesigned the Technology Leadership Program (TLP) Internet Site, including custom Videos, graphics and effects.
- Created March of Dimes site with custom auction application and custom graphics.
- Created multiple Recognition Sites with custom applications, data sheets, and graphs.
- Customize hundreds of sharepoint sites with custom graphics, applications, sp lists, workflows, and more.

Software Developer
2006 – 2011 | ManTech International Corporation | Hinton, WV



- Generated realistic 2D graphics from line drawings using Vector based programs, including actual, cutaway, plumbing, and wiring diagrams.
- Re-engineered the company CD/Web portfolio using Adobe Flash & Adobe Photoshop.
- Streamlined flow animations for the C130 School House Project using Adobe Flash & CorelDraw.
- Intensified corporate proposal graphics using Adobe Illustrator.
- Rejuvenated and Formulated the United States Postal Service(USPS) printing process to maximize production time using Adobe Framemaker and Acrobat Professional
- Analyzed & Tested USPS Customs Process Automation(CPA) sites & rate calculators.
- Extensive experience managing & preparing graphics for a Content Management System(CMS).
- Pioneered interactive online SCORM & 508 compliant classes in Adobe Flash & Lectora.
- Exceeded expectations in coding, testing, and debugging new software and making enhancements to existing software.
- Structured an interface in Adobe Flash for new software called Zoomifyer used for viewing E-Series diagrams online without noticeable lag.
- Researched and Spearheaded writing evaluation documents for purchasing software.
- Orchestrated a team of artists in creating graphics, animations, and storyboards for the GeoINT After Effects video in a limited time period.

Owner/Designer/Developer | Redheadpro.com
2004 – Present



- Masterminded the development of my own Web/Graphic Design Company & website using CSS, Adobe Flash & Dreamweaver.
- Masterminded the development of my own T-Shirt Company & website using Microsoft Frontpage, Adobe Photoshop, and Adobe Fireworks.
- Spearheaded all screen printing production using transfers and heat press.
- Rejuvenated websites with updates to graphics, animation, programming, and web layouts to stay up to date with new processes.
- Exceptional PR/direct marketing skills and communication skills.
- Orchestrated meetings with clients and demonstrated exceptional one-on-one sales techniques.

Graphic Designer/Sales Executive
2004 – 2005 | Acken Signs Inc. | Bluefield, VA



- Generated print & web graphics for small & large scale projects per the sales staff using CorelDraw, Adobe Photoshop, & Flexisign.
- Directed meetings and client presentations for local or corporate businesses. • Orchestrated surveys and photography sessions.
- Created designs & graphics for major corporations such as Hilton Hotels, Hardee's and more...

Graphic Designer | Arts & Entertainment, WVU |
2002 – 2003 | Morgantown, WV



- Optimized the production and development of printing posters, flyers, and print ads using QuarkXPress, Adobe Photoshop, and Adobe Illustrator.
- Configured and maintained copyrighted and proof production pieces. • Generated print production summaries and performed additional duties assigned.



EDUCATION

College

- B.S., Graphic Design 2003 | West Virginia University (WV)

Other

- CAD Honor Society 1998 | Mercer County Vocational Technical School (WV)



TECHNICAL SKILLS

Graphics

- Adobe Photoshop
- Adobe Illustrator
- Corel Draw
- Adobe InDesign
- Adobe ImageReady
- Gimp 2.0

CMS

- Stibo PIM
- Wix CMS

Other

- Studio 3D Max
- Flexisign
- Zoomifyer
- Snag-It,
- Adobe After Effects
- All Microsoft Office Programs

Web

- Adobe Flash
- Microsoft FrontPage
- Trivantis Lectora
- Adobe Captivate
- Adobe Fireworks
- Adobe Dreamweaver
- Wordpress
- Wix

Collaborative

- Sharepoint
- Jive
- Slack
- Facebook
- Concerto
- Jira
- Teams
- Microsoft 365
- Yammer

Programming

- HTML
- Javascript
- Flash
- ActionScripting
- CSS
- XML
- JQuery
- PHP

Print

- QuarkXPress
- Adobe Framemaker
- Adobe PageMaker
- Adobe Acrobat

Online Payments

- Paypal



EQUIPMENT SKILLS

Hardware

- Mac and Windows Platforms

Other

- Screen Printing
- Photography
- Scanning



TECHNICAL TRAINING

Hands On

- Applied Perception in Graphics & Visualization: SigGraph 2007

Training Courses

- Basic & Intermediate 3D Studio Max | ManTech 2010



SECURITY CLEARANCES

- Sensitive, 2010