

# Matt Blaisdell

DESIGNER & ART DIRECTOR

## Contact

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Billerica, MA

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**Bio**

I am an opportunity-driven Designer & Art Director with nearly ten years of professional experience ranging from branding national charities, reimagining a 200-year-old fraternal organization, designing brands, products, and experiences for large and small consumer, corporate, and healthcare brands and more. Within that time, I have been an advocate for human-focused design solutions where design opportunities meet technology, advertising, and collaboration. My goal is to expand on existing brands and products with creative solutions while building and working with teams that work toward a common goal.

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**Skills**

**BRANDING & PRINT**

Brand Development  
Illustration  
Packaging Design  
Environmental Design  
Marketing & Ad Design  
Concept Development  
UI Design

**CREATIVE & LEADERSHIP**

Art Direction  
Creative Strategy  
Project Management  
Budget Management  
Mentorship & Education  
Client Pitch & Leadership  
User & Consumer Research

**SOFTWARE & TECHNICAL**

Adobe Creative Suite  
Figma  
Wordpress  
CraftCMS  
Digital Asset Management  
Event & Portrait Photography  
InvisionApp

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**Experience**

**Scottish Rite, NMJ**

**Art Director**

JUNE 2018—CURRENT

- Developed and implemented design strategies for visual, print, and digital media across multiple cross-functional teams, driving member recruitment, engagement, and fundraising growth for over five years. Supported and launched multiple print and digital campaigns, initiatives, and rebrands that significantly contributed to the growth of membership recruitment and retention, as well as charitable giving.
- Led a cross-functional team of internal and freelance designers, illustrators, copywriters, and developers to deliver strategic creative direction and constructive feedback on various projects and brand activations. Concurrently, provided mentorship and support to internal designers and design interns, fostering their professional and creative development.
- Led the development of organizational design standards and processes, introducing tools and resources that increased efficiencies in future creative and marketing development. Brand identity enhancements were actively adopted, utilized, and expanded upon by over 90% of the organization's Valleys. Simultaneously, directed the creation of visual assets, overseeing corporate rebrands, website redesigns, and the production of marketing materials for various supported institutions and programs, applied both at the corporate and local levels.
- Oversaw budgets, timelines, and expectations for diverse design projects, ensuring on-time and within-budget completion while meeting stakeholder expectations. Effectively communicated design concepts and final designs to both stakeholders and the Board of Directors, articulating the value and impact of design decisions.
- Led and developed charitable marketing collateral and brand identities, contributing to the generation of donations exceeding \$1,000,000 for Scottish Rite Charities since 2018.
- Led the design of a full website rebuild, establishing a consistent, on brand design system that supports various areas of the organization while working with development and marketing partners both internally and externally.
- Developed a plan, collected, and cataloged a full Digital Asset Management System of brand imagery for Scottish Rite, and its supported charities, the Children's Dyslexia Centers and the Scottish Rite Masonic Museum & Library.



**Benjamin and Bond**  
**Senior Visual Designer**

JUNE 2017—JUNE 2018

- Contributed to the development of qualitative research tools for human-centered design, ensuring solutions met the needs of patients and healthcare staff.
- Conceptualized and delivered diverse design assets, including data visualizations, UI/UX designs, branding elements, and social media materials.
- Led a comprehensive company rebrand, redesigning the brand identity, collateral, social assets, and website.
- Orchestrated the design and execution of key stakeholder holiday gift boxes, strategically enhancing support and engagement, showcasing expertise in impactful corporate gifting strategies.
- Directed the creation of a health and fitness-focused brand identity, overseeing proposed identity, print, digital assets, and marketing materials for a client, ensuring a cohesive and impactful brand presence.
- Developed user-friendly dashboard interfaces for health-focused design proposals, streamlining medical onboarding and enhancing overall stakeholder experience.

**Pavone & Quench Marketing**  
**Designer**

MAY 2016—JUNE 2017

- Contributed as a Designer for a dynamic marketing agency, specializing in diverse client projects. Focused on Seagrams & Labatt brands, I crafted impactful Out-of-Home (OOH) and distributor signage, along with designing new product line-ups and brand identities. Notably, spearheaded the design of a nationally recognized website for a prominent chip manufacturer. Additionally, played a supportive role in creative concept development and successfully pitched design work to clients with the support of the Creative team.

**The Hershey Company**  
**eCommerce Designer**

SEPTEMBER 2014—MAY 2016

- Through SystemOne Staffing, I contributed to the eCommerce catalog and marketing team, overseeing the implementation of brand assets and supporting the execution of Hersheylands.com—a seasonality-driven, consumer-focused online experience using Adobe Experience Manager. I crafted creative assets, wireframes, and innovative designs for diverse Hershey-owned brands, initiatives, and platforms including ScharffenBerger Chocolate, Amazon, Walmart, Peapod, Staples online catalogs. The objective was to enhance consumer engagement and drive purchases through well-crafted design across multiple platforms.

**Meticulous Design Co.**  
**Creative Director (Freelance)**

SEPTEMBER 2014—CURRENT

- Served as a freelance designer for a diverse portfolio of clients, such as BBot (Doordash), Liberty Hospital Foundation, International Association of Collaborative Professionals, Pivotal Group, EZ Docks, Chris Walter Creative, Directade Marketing, Nail Swag, DeMolay International, and others. Successfully managed client expectations for design, marketing, and digital deliverables, collaborating with various resources for project implementation and execution.

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**Education**  
**+ Awards**

**Edinboro University, BFA Design**  
**September 2010–May 2014 | Edinboro, PA**

**Google UX Design Professional Certificate**  
**January 2023–Present | Google / Coursera.com**

**Erie Ad Club ADDY, Silver Awards | 2013**  
**Lucky Seven Film Festival**

**Kansas City PHILLY Awards | 2023**  
**Treehouse Campaign Collateral Award & Designer Nomination**

**Journey On Campaign, MarCom Award | 2022**  
**Contributing Designer, Scottish Rite, NMJ**

