



MATT DRAKE

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972.948.4624



EDUCATION

Bachelor of Arts
California State University Long Beach



COMPUTER AND TECHNICAL SKILLS

Expert knowledge of Illustrator, Photoshop, InDesign, Acrobat.

Word, PowerPoint, and Excel.

Knowledge of print production processes, product design and package design.

Proficiency with HTML coding, CSS, Javascript, WordPress and Dreamweaver.

Copywriting, product descriptions, blog posting and content creation.



AWARDS & HONORS

Multi Channel Marketing Awards:
Gold Medal for Catalog Design

Game Manufacturers Association:
Origins Award Winner for Design



PORTFOLIO SITE

<https://mattdrakecreative.wixsite.com/home>



EXPERIENCE

Creative Manager, D.R. Horton

1/16 to 2/20

Manage the creative department for the largest homebuilder in America.

- Create the written 'voice' of D.R. Horton to standardize communication
- Create company-wide branding that covers dozens of divisions and sub-brands
- Redesign the corporate website, creating a world-class new home search site
- Develop new systems and processes to improve workflow efficiency

Freelance Copywriter / Designer

8/00 to 12/15

Freelance copywriting and design for print and web for a variety of clients.

- A wide variety of assignments, including branding, copywriting, editing, and all manner of print and web design
- Technical manuals, ad copy, social media posts, blog articles, and editing for international and domestic clients

Art Director, World Ventures

5/14 to 10/15

Lead a team of 16 designers in a fast-paced, multidisciplinary creative department.

- Manage web, email and print designers
- Work with Traffic to develop new systems and processes
- Build collaboration with writers, clients and account managers
- Design branding and manage campaigns for international events

Lead Graphic Designer, Army & Air Force Exchange Service

10/08 to 4/14

Graphic design for print and web for a major international retailer.

- Design award-winning catalogs
- Expand department to include electronic catalogs and web apps
- Implement complete rebranding for massive operation
- Art direction and leadership for a team of artists

Owner, VixenTor Games

9/06 to 12/11

Own and operate company specializing in hand-made game accessories.

- Extensive art direction, design and production for web and print
- Supervise multiple freelance artists
- Build the company into the #1 provider of dice towers in the world

Production Lead, Quorum International

10/04 to 9/06

Supervise production department and design collateral materials for print.

- Develop close relationships with vendors
- Hire and manage a team of artists

Senior Graphic Designer, Brinkmann Corporation

7/01 to 9/04

Print design for packages, catalogs, brochures, ads and other print.

Graphic Artist, Digital People

6/00 to 7/01

Design and production work, both print and interactive, for a variety of clientele.