

ROGUEDOG DESIGN

Matt Magaña
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Employment History

AUG, 2009–Present

Viva Terra,
Pueblo, CO

Freelance Designer

Produce flash movies for the Viva Terra website homepage and additional website/email and small flash productions.

Adaptation, flexibility, and anticipation of client needs and the work environment:

Adding interactivity to a 2-dimensional design can introduce unforeseen challenges, and is rarely a direct translation from print to the final interactive piece. Sometimes, due to the limitations of 2D print, the interactivity simply can't translate in the manner in which it was originally sequenced. When this occurs, I am proactive in informing the client as soon as it is apparent. I provide them with their original idea, why it won't translate, while simultaneously offering at least two possible solutions. This has occurred a few times with this client and I have been successful in solving the problem. In fact, the client was very appreciative.

Software used: Adobe CS4: Photoshop, Illustrator, Flash Pro, Dreamweaver; HTML, CSS.

JUN, 2000–Present

Eleven, Inc.,
San Francisco, CA

Freelance Designer

Web design/production (fleshing out web pages), image creation, compositing, and manipulation.

Adopt a 'Modular' approach when designing: My task was to 'flesh' out the design of several web pages for *The Doctor's Company* website redesign. The majority of this project required maintaining consistency of style throughout the site, which resulted in the creation of an online style guide.

Using this 'Modular' approach, I created online specs in such a way that coders could program separate components that make up a page, rather than separately code each page. Resulting in a much more flexible and efficient framework from which to build the website.

Software used: Adobe CS4: Photoshop, Illustrator, Flash Pro, Acrobat, Dreamweaver; Apple iWork '09 Suite, HTML, Microsoft Office Suite.

Clients: Apple, Proactiv, Joint Juice, Kodak, Barclay's, San Francisco Visitors Bureau, The Doctors Company, Callaway Golf, Hold Everything.

JAN, 2000–Present

Flipside Studios,
Emeryville, CA

Freelance Production Designer

Post-production: Compositing, retouching, silhouetting backgrounds, recreating surfaces, logo placement, shadow creation.

Innovative and Resourceful: For much of Flipside Studios work, I'm often called upon to 'Fix' a product shot using the image provided by the studio. I assess the situation and quickly determine whether to do a simple touch up job, or recreate the entire front image.

Software used: Adobe CS4: Photoshop, Illustrator.

Clients: Apple, AT&T, LG, Sprint, Verizon, Nokia, HTC, Samsung, Canon, Pioneer, Kensington, Eaton Radios, Mountain Hardwear.

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MAR, 1998–MAR, 2001

photo metro Magazine,
San Francisco, CA

(Samples available upon request.)

Art Director/Designer

Art Direction, design, and production.

Successful and comfortable wearing many hats ranging from support to leadership:

With full creative license, I designed the entire magazine (80 pages) cover to cover. Established and maintained consistent placement of aligned items on the page., including page numbers, margins, ads, and ensured that photography took center stage and the 'design' elements played a supporting role. Established proper advertising guidelines while maintaining good design principles.

Software used: Adobe Photoshop, Illustrator, Acrobat, Microsoft Office Suite.

JAN, 1995–AUG, 1997

CKS|Partners
San Francisco, CA

Senior Graphic Designer

Design/production of print design. Web design included ad banners and animated gifs.

The Internet was in its infancy when I created my first web banner at CKS. I was the 'go to guy' for most things web related and was physically placed within the html programmer environment. It is here that I began learning about web 'languages.' This understanding allowed me to creating innovative banners within the parameters (capabilities and limitations) of these languages.

Software used: Photoshop, Illustrator, Quark, Microsoft Office Suite.

Clients: VISA, TransAmerica, Corp., Sun Microsystems, Inc., General Motors, MCI Telecom.

JAN, 1994–JAN, 1995

Rick Binger Design,
San Francisco, CA

Designer

Identity, collateral, packaging, and publication design.

Redesigning *Leonardo* magazine was one of my school projects. I convinced Rick Binger to seek them out to design a cover for them. Based on the design of my school project, they agreed.

Clients: LIMN, Insect Lore, Leonardo Magazine, LAN Magazine.

JAN, 1992–AUG, 1994

Pentagram Design, Inc.,
San Francisco, CA

Jr Designer/Intern

Mechanical production for all variety of print design. Photo stylist and assistant art director. Comp production.

I was known for my precise comping skills, and elevated the quality of client presentation comps. I was assistant stylist on the photo shoots for The Nature Company. I was also one of the first interns to actually be hired on as a Junior Designer. I was responsible for mechanical production of a product line for Duty Free Shops—then, a highly profitable (and visible) account for Pentagram.

Clients: VISA, Coca, Cola, The Gauntlett Group, DFS (Duty Free Shops), The Nature Company.

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Education

**Academy of Art University,
San Francisco, CA**

Bachelor of Arts Degree in Graphic Design. Studied under Paul Hauge for two years.
Worked continuously while in school.

Computer Skills

Professional knowledge of PC & Apple platforms and the following software:
Adobe CS4: Photoshop, Illustrator, InDesign, Dreamweaver, Flash; Apple iWork '09 Suite;
HTML 4, CSS2; Microsoft Office Suite.

Intermediate knowledge of: Adobe CS4 Fireworks, Acrobat Pro.

Continuing Education

Internet Programming Languages: HTML 5, CSS3, Javascript.
3D Modeling Applications: Modo (Luxology).

Professional Associations: Bay Area Illustrator User Group, Cascade: SF's CSS + Design Community,
Designers + Geeks, HTML5, SF Javascript Meetup.