



# Matthew Mefford

## Digital Art Director

I bring big idea thinking to projects so I can bring them to life in digital

### Contact

matthewmefford.com  
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513.305.6439

### Experience

#### 18 Years Art Direction Experience

11 Years Digital Focus

#### Client Services

Art Direction  
Brand Development  
Digital Program Concepting  
& Strategy  
Developer & Designer  
Management

### Education

**University of Cincinnati**  
(DAAP)  
1995-2000

### Client Verticals

Higher Ed  
Big Consumer Brands  
Health  
Arts  
Startups

### Applications

Illustrator  
Photoshop  
Dreamweaver (CSS,HTML)  
Indesign

### Lipman Hearne

lipmanhearne.com

#### Senior Digital Art Director

2013-Present  
Brand Development Agency

#### Job Entailed

Art Direction  
Digital Design  
Brand Development  
Digital Strategy

#### Clients

Booth School of Business  
University of Miami  
Caltech

### Commonground

discovercg.com

#### Senior Digital Art Director

2012-2013  
Advertising Agency

#### Job Entailed

Digital Strategy  
Digital Design  
Brand Development  
Art Direction

#### Clients

Coors Light  
American Family Insurance  
Illinois Lottery  
Coke

### Method Engine

methodengine.com

#### Art Director

2006-2012  
Boutique Digital Agency

#### Job Entailed

Digital Design  
Art Direction  
CSS/HTML  
Strategy

#### Clients

Lincoln Center  
Kohler  
Thermos  
Ingalls Health System

### Additional Experience

#### Remedy

remedychicago.com  
2003-2006

#### Good Studio

goodstudio.com  
2003-1999

#### PJA Ultra

agencypja.com  
1999

#### Ellis Pratt Design

epdesign.com  
1998

#### Fitch Inc.

fitch.com  
1998

#### Hulefeld Associates Inc.

interbrandcinti.com  
1997