



# Matthew Mefford

Art Director

[matthewmefford.com](http://matthewmefford.com)

[matt@matthewmefford.com](mailto:matt@matthewmefford.com)  
513.305.6439

## Experience

Art Director with over 25 years of experience, bringing visionary thinking to each project and leveraging every medium to its fullest potential.

I have an extensive background in smaller agencies, where I have honed my ability to wear many hats in fast-paced environments. I excel in conceptualizing and leading teams to create programs across various platforms, including UI/UX, YouTube, social media, display advertising, and print.

## Client Services

Creative Direction  
UI/UX  
Animation  
Brand Development  
Managing Junior Creatives

## Education

**University of Cincinnati**  
Bachelor of Science in  
Graphic Design

## Applications

Adobe Creative Suite  
Figma (UI/UX)  
Canva

## Matthew Mefford Design

[matthewmefford.com](http://matthewmefford.com)

**Senior Art Director** 2024-Present

Lead projects large and small under tight deadlines for a diverse roster of national brands. Mediums include UI/UX, identity, social, print, email, and experiential.

Clients UCB pharmaceuticals, AIM Intelligent Machines, National Museum of African American History and Culture, Global Dairy Platform.

## Artists and Outlaws

[artistsandoutlaws.com](http://artistsandoutlaws.com)

**Senior Art Director** 2019-2024

Spearheaded creative strategy and direction for major national campaigns, enhancing brand visibility and engagement for Dollar General.

Provided creative direction to agencies such as Coca-Cola, Pepsi, and Mars Pet on co-branded ads, for which I developed guidelines.

Led a team of five people in producing high-quality digital content, resulting in increased campaign effectiveness.

Pioneered innovative video and animation projects that boosted customer engagement metrics across various mediums, including display media, social media, YouTube, and websites.

**Clients** Dollar General

## Yes & Lipman Hearne

[yesandlipmanhearne.com](http://yesandlipmanhearne.com)

**Senior Art Director** 2013-2019

Managed creative processes from concept to completion for clients in the educational and non-profit sectors.

Created large-scale websites with integrated UI/UX design, extending campaigns across multiple mediums such as video, billboards, social media, and campaign brochures.

Executed creative solutions that responded to complex user needs and business goals, resulting in enhanced digital experiences.

**Clients** Booth School of Business, University of Miami, Caltech

## Additional

[ten35.com](http://ten35.com) 2012-2013

[methodengine.com](http://methodengine.com) 2006-2012