

## Who I Am

### **Matthew A. Milam**

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Creative Director + Designer with two decades of professional experience pushing pixels for small, medium and large businesses. Possessing excellent time-management skills; I can advance multiple projects simultaneously from start to finish while maintaining high standards for execution, accuracy, adherence to brand standards, and attention to detail. I strive to deliver meaningful user experiences that combine both form and function in the perfect package.

## Professional Experience

### **Director of Interactive Marketing + Creative Director**

Cardtronics, Houston, TX • May 2016 - Current

Develop strategy for on-line presence including how the company communicates its brand and capabilities via the web. Manage development, enhancement, and regular updates of all Cardtronics' on-line properties. Effectively manage all creative deliverables for trade-shows and events. Develop graphics, imagery and animations to be used across Cardtronics' on-line properties. Lead development and updates of experiential content.

Successfully managed and delivered all creative assets for Cardtronics first investor day at NASDAQ (2019). Immediate stock increase of 3.5% with over a 70% increase by years end.

Led design of creative deliverables (booth design, video design, interactive content) for Money 2020 in Las Vegas. Cardtronics landed several high level client meetings.

PPC conversions increased by 40% from previous year driven by continued SEO efforts.

### **Creative Director**

Oilpro, Houston, TX • Jul 2015 - Apr 2016

Led strategic design for Oilpro across the web, mobile, print, social media and other marketing channels. Collaborated with the development team and provided the creative vision for new products and for site enhancements.

### **Web Developer + Designer**

Cudd Energy Services, The Woodlands, TX • Dec 2012 - Jun 2015

Designed, developed, and maintained all external-facing web properties that fell under the Cudd umbrella. Led creative vision for new interactive asset development. Support other design team members as needed.

## Professional Experience

### Self Employed • Freelance

Dec 2010 - Jun 2015

A little bit of this and a little bit of that. Working with clients of all size. Projects ranging from logo creation to web site design and development. Creative direction and layout for two magazine publications.

### Sr Graphic Designer + Web Manager

Valley Baptist Health System, Harlingen, TX • Nov 2006 - Aug 2011

Creative direction and implementation of all promotional materials, advertising pieces, web sites, email campaigns, and direct mail campaigns. Developed and implemented the first set of brand standards for the health system. Managed freelancers and outside creative agency relationships.

## Education

### Digital Media Design

Texas State Technical College, Harlingen, TX • 2000 - 2002

### Communication Design

Texas State University, San Marcos, TX • 1997 - 2000

## Tools + Skills

Adobe Creative Suite  
Creative Direction  
Branding  
Graphic Design  
UX + UI Design

Front-End Development  
Motion Graphics  
HTML  
CSS  
Microsoft Office

Art Direction  
SEO  
Email Marketing  
Corporate Identity  
Booth Design

## Outside Interests

Family  
Friends  
Widespread Panic

Snowboarding  
BBQ  
Travel

Mountains  
Live Music  
Poster Collecting