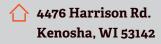
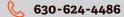
# Hello, my name is **Matthew Hiitola**.





matt@hiito.la

Attp://hiito.la

I'm an award winning art director and designer with over 16 years of experience in both the businessto-consumer and business-to-business markets.

I possess a proven ability to creatively problem-solve by converting business requirements, technical specifications, customer feedback and sales goals into engaging, innovative solutions for all mediums.



2009 **HOW** magazine
In-HOWse Design Award of merit



4 time **Graphic Design USA** magazine American Inhouse Design Award winner

JULY 2003 - PRESENT

Senior Art Director

### **TransUnion LLC**Chicago, IL

(i) International credit bureau with over \$1 billion in annual revenue. Supports the financial, insurance, healthcare, and rental screening industries — along with the consumer market.

- → Give creative and art direction for sales collateral, ad campaigns, direct mail, trade shows and thought leadership events.
- → Design and develop web sites, web apps, banner ads, emails, landing pages and Flash animations.
- → Manage and mentor freelancers and junior designers.
- → Oversee vendor and agency relationships, maintain budgets and coordinate project priorities.
- → Assist with coordinated campaigns across press releases and social media.
- → Serve as a brand steward, helping to establish and enhance the brand promise, strategy and standards.

AUGUST 2001 – JUNE 2003

### **Senior Web Designer**

## **TransUnion LLC** Chicago, IL

TransUnion has offices in 33 countries and provides service to approximately 45,000 businesses and 500 million consumers worldwide.

- → Developed web sites, navigational schemas and guidelines for external and internal users.
- → Designed and developed user interfaces and page templates using HTML, CSS, ASP, JSP and XML.
- → Collaborated with programmers, content developers and subject matter experts to launch and support content management system (CMS) based sites.
- → Assisted with the development of computer-based training (CBT) interfaces, styles, and standards.
- Managed and standardized digital assets for the department, increasing inefficiency and consistency.

JULY 1999 - JULY 2001

#### **Senior Graphic Designer**

#### **VirtualSellers.com** Rolling Meadows, IL

(i) Internet startup with over \$1 million a year in revenue, which offered e-commerce transaction processing, centralized billing, and customer support — along with website design, development, hosting and maintenance.

- → Provided creative direction for hundreds of client projects in both the business-to-consumer (B2C) and the business-to-business (B2B) markets.
- Designed web sites and applications, marketing materials, brand and identity systems, print and web-based advertising and financial reports.
- → Defined project requirements, projected timelines, and reported status updates, ensuring projects were done on time and under budget.
- → Managed the entire design department, including freelancers and contractors.
- → Established best practices, documented processes, and taught internal classes in HTML and CSS to increase productivity and improve quality.

MARCH 1998 - JULY 1999

#### **Graphic and Web Designer**

### **Corporate Disk Company** Wood Dale, IL

i Privately owned company with over \$10 million in annual sales, offering full service media replication, printing, packaging, assembly, warehousing, distribution and fulfillment.

- → Developed web sites and applications for both the company and clients in a team environment.
- → Enhanced company's identity system, designed sales collateral and created national advertising.
- → Coordinated projects with sales, production and purchasing departments.
- Supervised and mentored the department's employees and contractors.
- → Color corrected and digitally outputted artwork for offset printing, digital imaging and silk screening.

Adobe InDesign, Illustrator, Photoshop,
Flash and Acrobat; Quark XPress; Microsoft
Word, PowerPoint, Excel, Access and Viso

HTML, XML, CSS, JavaScript, ASP, JSP, PHP, MySQL, Bootstrap, WordPress, JQuery, JQuery Mobile and Phonegap

SPRING 2012 - FALL 2014

### **University of Wisconsin – Milwaukee** Milwaukee, Wisconsin

Majoring in Information Science and Technology.

SPRING 1993 – FALL 1997

#### **Michigan Technological University** Houghton, Michigan

Majored in Scientific and Technical Communication. Transferred to UW-M.

Member of the Honor Society of **Phi Kappa Phi, Golden Key** International Honour Society and **Sigma Pi** Fraternity International

Member of **AIGA**, the professional association for design, and **ANA**, the Association of National Advertisers