

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

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Kenosha, WI 53142**

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 **http://hiito.la**

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

-  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

- ① 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

- ① 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