

Matthew Gregory Knapik

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Summary:

Enthusiastic, creative thinker with over ten years experience in various two and three-dimensional design disciplines. Areas of expertise include illustration (cartoon and technical), photography (commercial and creative), print production, signage and large scale graphics. Strengths include results-driven copy writing (print and web-based media) as well as traditional hand-lettering and typesetting for use in print or signage.

Experience:

08/11 - Present: **Stuart Ng Books**; Torrance, CA

Distribution Manager / Graphic Designer

- Oversaw accurate and efficient e-commerce-based art reference-book mail-order fulfillment.
- Provided friendly and informed customer service in a nationally recognized art reference-book showroom.
- Designed and pre-flighted professional animators, cartoonists and illustrators self-published sketch books.
- Contributed sales-driven copy writing, graphic design and product placement photography to e-commerce-based web site.
- Ambassador to professional animators, cartoonist and illustrators during in-store signings, conventions and trade shows.
- Acted as representative of company while attending conventions and trade shows.

06/08 - 06/11: **Heroes Aren't Hard To Find**; Charlotte, NC

Store Manager

- Provided friendly and informed customer service in a nationally recognized comic book retail establishment.
- Assisted in the organization and implementation of annual nationally recognized comic book convention.
- Ambassador to numerous professional writers and illustrators during in-store signings and annual convention.
- Acted as representative of company while attending regional comic book conventions and trade shows.
- Organized and maintained a back-catalog of over 150,000 comic books and graphic novels.
- Provided exceptional guidance and training to sales associates.

05/03 - 05/08: **Sterling Gaming**; Matthews, NC

Creative Director

- Implemented company's corporate identity through web and print based media.
- Supervised maintenance of several industry-leading e-commerce web sites.
- Photographed and penned highly effective advertising copy for hundreds of billiards-related products.
- Designed annual wholesale and retail catalogs.
- Oversaw negotiations and pre-flighting of press-ready files with commercial printers.
- Produced monthly national advertisements for industry-related publications.
- Designed retail packaging for nationally branded billiards-related products.

08/01 - 04/03: **Paramount Parks Design and Entertainment**; Charlotte, NC

Environmental Graphic Designer

- Designed way-finding and environmental graphics for five national theme parks, creating efficient and impactful visual forms of communication.
- Coordinated with creative directors, achieved best possible design solution through team efforts.
- Created graphics using nationally recognized entertainment brands for retail and merchandise products.
- Implemented color schemes and styling elements for rides and attractions, encompassing the identity for intended target markets.

Design Skills:

Macintosh and PC: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Acrobat, Dreamweaver, Filemaker Pro

Traditional: cartoon illustration, storyboard illustration, conceptual drawing, and lettering

Education:

Los Angeles Academy of Figurative Art; Van Nuys, CA

Central Piedmont Community College; Charlotte, NC