

Matthew Ricci

GRAPHIC DESIGNER

MattRicciDesigns.com

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(760) 685-0215

SUMMARY

Detail-oriented Graphic Designer and 3D artist with strong communication and project management skills. Committed to enhancing a company's design capabilities with my innovative problem-solving abilities and efficient delivery of impactful graphic solutions.

WORK EXPERIENCE

Fluidmaster Inc. - Senior Graphic Designer / 3D Artist

NOVEMBER 2022 - CURRENT

- Project Management and Team Leadership:** Led design projects from concept to completion, ensuring timely delivery and high-quality results while supervising and mentoring a team of designers to elevate overall creative output.
- 3D Design, Animation, and Packaging Graphics:** Utilized advanced 3D software to create realistic packaging visualizations, high-quality product renders, and dynamic animations. Designed graphics for product packaging with strong brand consistency and visual impact.
- Cross-Functional Collaboration and Brand Strategy:** Partnered closely with marketing, product management, and external vendors to align creative strategies with business goals, ensuring cohesive brand messaging and maximizing the impact of visual campaigns across all channels.

Bruno Paradigm Co. - Graphic Designer

SEPTEMBER 2021 - OCTOBER 2022

- Brand Identity and Logo Design:** Conceptualized brand identity guidelines through a detailed brand booklet. Designed multiple logos for use across social media, websites, merchandise, apparel, and marketing materials.

Bad Habits Wine Co. - Graphic Designer

JANUARY 2021 - SEPTEMBER 2021

- Brand Mark Design:** Illustrated and rendered original brand marks for use in merchandise, mock-ups, social media, and apparel while collaborating with the design team.

Sideline Banter Podcast - Graphic Designer

MARCH 2019 - DECEMBER 2020

- Logo and Packaging Design:** Further developed the company image by creating logos and packaging design assets for apparel, social media, album cover art, and mock-ups.
- Marketing Strategy Coordination:** Collaborated with leadership to build and execute marketing strategies across multiple mediums for a small production company.

DESIGN SKILLS

3D Modeling / Animation
Packaging Design
Advertising
Typography Mastery

UI/UX Design
Interaction Design
Motion Graphics Integration
Color Theory Expertise

Project Management
Brand Development
Cross-functional Collaboration
Advanced Layout Techniques

PROGRAMS



EDUCATION

San Jose State University - B.A. Graphic Design, Advertising Minor