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|  |  | Matthew J. Schwartz2132 Susquehanna Rd. Abington, PA 19001T: 267-269-8683 E: hbsdesign@gmail.com  |
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| Profile |  | 22 total years of graphic arts experience 17 years of pharmaceutical/nutritional/FMCG graphics & packaging experience for international markets7+ years as a people manager leading designers & proofreaders in creative services and production • Leader through example, creative inspiration, coaching, and always results focused• Expert knowledge of graphics software, printing processes, packaging and security technology • Excellent interpersonal and communication skills • Comfortable with pressure, extreme quality goals and aggressive deadlines• Leverages creative solutions to remain agile achieve maximum efficiency and minimize costHighly motivated creative seeking professional growth and development. Working both inside and outside of the box to deliver high impact innovative consistent global branding, package design, collateral print and digital assets.After joining Wyeth in 2000 as a graphic artist I have grown, developed and flourished in this environment. Through mergers, acquisitions and challenging times I have consistently over delivered innovations and provided creative support across the business units for Wyeth, Pfizer, and Nestle.Having Managed the WIN Creative Services, Global Graphics and Proofreading group for the last 7+ years I have honed my leadership skills and coaching talents. This group has delivered on aggressive timelines and exceptionally high quality goals. Additionally I have utilized this time to drive innovation and spur creative projects like a best in class Anti-Counterfeiting solution for the most aggressive counterfeit markets in the world, specialty printing and production, sidewall embossing, and augmented reality. I am energized by the thought of new challenges and horizons and believe that I can be an immediate asset utilizing my creative know how, problem solving, collaboration and leadership skills to achieve best in class quality with break-through results. |
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| Experience |  | Wyeth / Pfizer / Nestle October 2001 - PresentOctober 2001 - Present3000 Horizon DriveKing of Prussia, PA 19406610-290-4129Graphics Manager: October 2010 - PresentResponsibilities• People Manager for Graphics Artists, Proofreaders and Creative Services• 6 direct reports (4 FTE, 2 Contractors)• Prioritize and delegate work based on current workload, project requirements  and Individual talents• Creation of global brand identity materials• Creation of KPI’s to manage quality and improve workflow process• Management of design assets to ensure brand consistency with global reach• Host effective creative sessions for proposed design work to be performed in house• Advise on both creative and technical executions with design agencies regarding business needs and production requirements• Provide creative and technical production support to Global Marketing • Development and review of all color standards for new products and designs • Review all color proofs for global brand consistency to maintain international identity• Work closely with Engineers to develop visual representations of new package concepts• Act as a technical liaison globally between individual markets, plants and artwork centers • Provide creative services support across WIN, NIN and Greater Nestle• Develop and provide training and instruction on graphics software and best practices• Work effectively with team members and global partners to ensure efficiency and quality in artwork development. Achieving a quality rating over 99%Accomplishments• Lead the development of PDD Creative Services which generated savings of over $700k in 2016 during its first full year of operation • Original innovator of large can sidewall embossing for Wyeth Infant Nutrition • Anti-Counterfeiting SME & Architect of the current Anti-Counterfeiting System deployed on all Wyeth Infant Nutrition packaging for over 7 years without any confirmed counterfeits• Completed an innovative multi-tier augmented reality proof of concept project from  project inception through vendor selection and finally delivering a completed functional prototype ahead of schedule in 2016• Implemented online training program and managed the curriculum for Graphic Artists• Implemented a time tracking process to assist in the efficient allocation of team resources• 2015 Recipient of the global “Everyone Counts” award for delivering over and above my job responsibilities and saving $15K supporting a cross functional request• Completed situational leadership course for first line managers• Co-Lead team building event committeeSenior Graphic Artist: October 2001- October 2010Responsibilities• Apply expert knowledge of graphics software to create production ready artwork• Provide training and instruction on graphics software and best practices• Routinely called upon to prioritize and delegate work based on current workload, project requirements and individual artist talents• Act as a technical liaison globally between individual markets, plants and artwork centers • Interact globally and across business artwork centers• Work effectively with team members to ensure efficiency and quality in artwork developmentAccomplishments• Created in house anti-counterfeiting features in use for all Wyeth Infant Nutrition packaging• Created an electronic artwork repository for Global Nutrition artwork• Conducted graphic technology training sessions for Nutrition as well as cross team sessions• Implemented numerous process improvements – global graphic brand standards, new software technologies and best practices• Created a functional XML to graphics process using adobe software • Performs review of all Nutrition color standards• Volunteered and participated in a cross team GA/PA pilot programAquent Partners June 2000 – October 2001441 E Hector St # 400Conshohocken, PA610-667-9900Wyeth (contractor)Graphic ArtistResponsibilities• Apply expert knowledge of graphics software to create production ready artwork• Release files for production• Review and approve printers proofs• Provide expert technical knowledge of both Mac and PC graphic software, systems and  printing technologiesMontgomery Publishing May 1995 – March 2000290 Commerce Dr. Ft. Washington, PAAssistant Creative Director: October 1998 - March 2000Responsibilities• Create promotional campaigns that range from billboards to television advertisements • Responsible for design of the Travel, New Homes, and Real Estate Sections. • Resident troubleshooter, solving problems as quickly and efficiently as possible. • Provide training of software to graphic artists• Prioritize workload and delegate tasks to meet extremely aggressive deadlinesAccomplishments• Developed system and process improvements• Lead designer promotional campaigns for expositions including print, billboards, and vehicle wrap design.• Co-created television advertising campaign• Routinely provided technical instruction and training to all graphics personnel Graphic Artist: May 1995 - October 1998 |
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| Education |  | Art Institute of Philadelphia December 14 2001Philadelphia, PAGraphic Design 12/14/2001 GPA: 3.6Associate Degree in Specialized Technology (Completed all Graphic Design Major BA courses) |
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| Skills |  | GeneralLeadership, communication, experienced in all aspects of visual communications from concept to finished product. Including packaging, print, outdoor, point of purchase, publishing, multi media, online and multimedia.TraditionalPackage design, global brand Identity, copy writing, advertising design, page layout, concept development, storyboards, expert knowledge of color printing, separations and pre-press production processes as well as specialty printing techniques.Computer• Expert knowledge of the current versions of the following software.- Adobe InDesign- Adobe Photoshop- Adobe Illustrator- Adobe Acrobat- Esko Studio, Toolkit for Boxes & Flexibles- Esko Visualizer- QuarkXpress- Microsoft Office Products• Extensive knowledge of XML’s practical uses with graphics software, systems and processes. • Functional and classroom knowledge of operating systems for both Mac & PC platformsincluding trouble shooting and training.  |
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