



SLM

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Creative Direction + Design

Spencer L. Matern

Highly skilled creative professional with more than 15 years of experience building design and branding programs and crafting print and digital content. Accomplished art director and design lead with expert knowledge of typography and layout. Well versed in user-centered design principles, photography, and generally making things look good for you.

Career Experience

10/2019 - CURRENT

Essellem Creative / Art Direction, Design, Consulting

In-house and agency work includes RFPs, pitch decks, branding, web design, photo art direction, editorial design, illustration, infographics.

Select clients: Goettsch Partners, Crate and Barrel, Design Bureau, Food Republic, Aon, The Brand Consultancy, Wilson Dow Group, U.S. Campaign for Burma

01/2016 - 10/2019

Crate and Barrel / Art Director, Catalog and Digital Brand Team

Lead visual designers, front-end developers, copywriters, and production artists to design and deliver best in class print and digital products.

Managed day-to-day creative output with high-levels of attention to detail in collaboration with business stakeholders and design team members.

Partnered with senior and executive leaders to conceive and build multichannel campaign strategy and content.

Hands-on experience included presentation of design concepts, establishing style guides, directing photo shoots, designing responsive web layouts, site refreshes, and creating catalogs and other print marketing materials.

04/2014 - 06/2015

The Field Outfitting / Creative Director

Conceptualized and implemented digital strategy for website, email, social, and paid advertising; managed all creative services in collaboration with business owner, marketing managers and consultants.

Evaluated and enhanced brand standards.

Provided hands-on design, direction and mentorship for a small team of freelance and full-time visual designers, photographers, and copywriters.

10/2012 - 10/2013

Alarm Press / Design Director

Improved brand standards and design of digital and print magazines and special edition books, leading design and editorial staff through multiple, concurrent deadlines.

Planned and designed all aspects of long-form architecture, design, and music publications.

Produced, art directed, and styled photo shoots; hired and managed freelance and full-time design staff and interns.

05/2007 - 10/2012

Modern Luxury Media / Group Art Director

Lead design of features and monthly editorial content for a group of city, regional, and specialty magazines.

Education

2000 - 2004

The School of the Art Institute of Chicago

Bachelor of Fine Arts, emphasis in Visual Communication