

# MATTHEW TRAXLER

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## OBJECTIVE

To apply my experience and knowledge as a designer, creating intelligent work that is both functional and visually engaging. Striving always for the best user experience while pushing the boundaries of technology and creativity.

## QUALIFICATIONS

I have been designing for web and print over the past 10 years. The last 4 of those have been focused primarily on interactive design and creating usable, concise, well designed web and email experiences.

## EXPERIENCE

2008  
PRESENT

**Optiem LLC**  
*Senior Interactive Designer*

As one of the lead designers at Optiem, I am responsible for managing and designing creative concept work from kick off to launch. Working closely with the client, account team, user-experience team, developers and copywriters along the way. I have conceptualized and produced numerous campaigns ranging from fully branded sites to micro-sites and email campaigns for global clients such as Sherwin-Williams, The YMCA, The Cleveland Clinic, The Kauffman Foundation, Moen, and Ridgid Tool.

2007  
2008

**Tenth Floor Interactive / Bridge-  
line Interactive Designer**

Work at Tenth Floor would often cross over and find me not only designing, but also filling roles of information architect and directing user experience. Managing creative concepts for projects from kick off to launch. Working closely with clients to asses needs and determine appropriate solutions.

2007

**Trait Brand Partners**  
*Contract Flash Development*

I was contracted by Trait as a Flash developer for a few projects over the course of the year. Ranging from small banner ads to a full scale rich web application/portfolio site for one of their clients.

2005  
2007

**Liggett Stashower**  
*Design / Print Production*

2005  
2006

**Flourish Agency**  
*Design / Print Production*

2004  
2006

**Doner Advertising**  
*Design / Print Production*

## EDUCATION

Brookside High School | 1812 Harris Rd. Sheffield Lake, Ohio | Class of 1992