

# ANNIKA MATOS

ART DIRECTOR + DESIGNER

## HELLO!

I am a meticulous creative with over 15 years experience working in the design industry. As someone who loves collaborating with others, I have a genuine passion for branding, UX, print, and web design. Over time, I have fine-tuned my skills in all of these areas. A desire to continue my education led me to recently enroll into the Google UX Certificate course, which I am actively working towards. By combining innovative ideas with strategic thinking, I aim to provide successful solutions through strong and beautiful design.

## EDUCATION

2000–2004  
**UNIVERSITY OF CENTRAL FLORIDA**  
Bachelor of Fine Arts  
in Graphic Design

2021–2022  
**GOOGLE UX CERTIFICATE**  
In progress

## AWARDS

Gold Addy Award Winner  
Video Direction + Design  
Carmen Sandiego, HMM  
Fearless Kids Around the World



Flying Horse Editions  
UCF Publishing House  
Winner - Logo rebrand competition

UCF Arts + Design competition  
Winner - Editorial Category

Florida Create Awards  
Platinum Winner  
Visual Communication



## EXPERIENCE

2020–Present  
**PEARSON EDUCATION**  
**SENIOR GRAPHIC DESIGNER**  
Responsible for working with designers, copywriters, and developers to create original design content for higher education academic partners. Tasks included designing landing pages, websites, banners, brochures, social, and other marketing materials. I supervised meetings with other designers and collaborated directly with internal/external team members to develop creative assets using established brand and style guides.

2017–2020  
**HOUGHTON MIFFLIN HARCOURT**  
**SENIOR GRAPHIC DESIGNER**  
Provided print and digital solutions for various education campaigns for K–12 and adult education. Participated in large campaign rebranding of logos, brochures, flyers, catalogs, sample boxes, and more under tight deadlines. Worked closely with creative leads and guided junior designers in maintaining brand integrity.

2016–2017  
**VALPAK**  
**SENIOR GRAPHIC DESIGNER**  
Directly responsible for conceptualizing and managing major sales brands such as McDonalds. Collaborated with clients and creative director to ensure successful design cases were met with satisfaction from both parties.

2013–2016  
**MODUS OPERANDI**  
**WEB DESIGNER**  
Worked on an array of digital interface designs, including microsite layouts and digital solutions for online banners/rich media, games, and more. Roster of clients include HBO - Game of Thrones, LEGO, Nickelodeon, The Golf Channel, FOX, Hallmark, Nike, and other leading Fortune 500 brands.

## SKILLS

**BILINGUAL**  
Fluent in both English and Spanish with polished written and verbal skills.

**CONCEPTUALIZING IDEAS**  
Adept at generating creative solutions through strategic planning and enhancing visual communication through strong images and unique design.

**ART DIRECTION + DESIGN**  
Advanced experience in communicating solutions both visually and verbally to ensure outcomes meet client's needs and adheres to industry standards.

**COMMUNICATION**  
An integral part of the design process is thorough communication. I take the time to fully understand project details, research, and ask questions to assure smooth and successful design results.

**SOFTWARE**  
Adobe CC Suite  
Microsoft Office Suite  
WordPress

## CONTACT

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