

Matthew Rasmussen

Graphic Designer & Multimedia Designer

Comfortable handling multiple projects under tight deadlines in a fast-paced environment. Highly motivated and versatile. Always focusing on the needs of the client. Strong proficiency in Adobe Creative Suite.



Experience

Multimedia Designer

Southcoast Health: New Bedford, MA
Feb 2020 - Present

- Produce designs for use in internal and external communications.
- Prepare multimedia digital materials for print or video production to meet project specifications.
- Ensure that designs adhere to corporate and brand standards.
- Work collaboratively with Marketing & Communications team to develop and prepare graphic materials in support of business area needs as required to ensure project objectives are met.

Visual Manager

Whirlpool: Fall River, MA
Jul 2019 - Feb 2020

- Support Whirlpools mission through the design and implementation of visual assets.
- Improve employees knowledge of Whirlpool's new WCM methodology while keeping plant wide designs on brand.
- Take projects from concept to final print and installation, in the most cost effective path possible.
- Follow corporate design guidelines when creating info graphics, banners, flyers, google slides, and visual mock ups.

Senior Graphic Designer

Plantation Products LLC: Norton, MA
Jan 2017 - Oct 2018

- Manage multiple brands for seed and seed starting lines.
- Design packaging, in store displays, signage, and POP across all brands
- Improved B2B sales with mock-ups for buyer presentations for big box stores including Walmart, Lowes, and Home Depot.

Production Designer

Ashworth Awards: N. Attleboro, MA
Jan 2014 - Oct 2016

- Partner with sales associate to translate customer needs when designing medallions and awards.
- Design layout of marketing materials on apparel, print collateral, and across all social media platforms.

Brand Consultant

Dance Fusion LLC:
Tiverton, RI
Sept 2009 - Present

- Developed a brand identity that stands out in a saturated market.
- Redesigned the internal layout of lobby, and waiting rooms to improve the clients experience.
- Trained staff in basic design best practices to be used in social media posts.
- Design annual recital visual assets from concept to deliverables.



Education

University of Massachusetts Dartmouth BFA 2005
Bristol Community College GDC 2009

Skills



Contact

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