



Matthew Morgan

CREATIVE DIRECTOR
GRAPHIC DESIGNER
MOTIONOGRAPHER
VIDEOGRAPHER
ILLUSTRATOR
VISUAL STORYTELLER

CONTACT

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PROFILE BRIEF

I have over 24 years of professional graphic design and video production experience with 15 of those years spent as the owner and creative director of Uppercase, Inc., a Tampa-based marketing studio that I started in 2008.

In addition to managing a wide variety of teams, I have designed and developed content for dozens of companies as well as many government agencies and local municipalities. I have honed the essential skills to perpetuate and promote my business as well as client programs, messages, and campaigns.

My career has allowed me to maintain an intrinsic devotion to following design and technology trends to stay relevant and explore fresh ways to communicate stories in an ever-evolving marketing landscape.

Professional History

07/2008-Present | Uppercase, Inc., Tampa, FL.

Owner and Creative Director

- Responsible for all business activity for a fast-paced creative agency managing diverse teams of 4 to 10 people (clients and UC staff) and up to 20 projects at any given time.
- Responsible for business growth, staff training and keeping all team members current on best practices in creative design, web design, social media and related fields.
- Design manageable workflows for UC team members.
- Consult directly with clients throughout all aspects of the creative process to assure client comfort and satisfaction.
 - Conception to research
 - Research to design
 - Design to development
 - Development to publication
 - Publication to evaluation and results
- Work directly on and lead teams on the creation of various creative items including:
 - Branding and corporate identity design and development
 - Website design and development
 - Multimedia projects including radio, TV, web video, PowerPoint presentations, marketing tools for tablets and animation projects
 - Print campaign design and development including brochures; direct mail; sales folders; business cards; ads for newspapers and magazines; and other educational and marketing items.
- Work with variety of clients:
 - Local government organizations
 - Non-profits organizations
 - Educational facilities
 - Large corporations
 - Small businesses

Employment history prior to 2007 available upon request.

Education

University of South Florida,
Tampa, FL. Spring 2007
Bachelor of Fine Arts
in graphic design
Minor degree in art history

Animation Mentor,
Tampa, FL. Summer 2009
Advanced focus in Character
Animation

Skill Sets

Proficient in the following on both Mac and PC Platforms:

Adobe Creative Suite:

- Photoshop
- Illustrator
- Premiere Pro
- After Effects
- Audition
- InDesign
- Animate
- Acrobat
- Dreamweaver

Microsoft Office:

- Word
- PowerPoint
- Outlook
- Teams

Other Software & Applications:

- Final Cut Pro
- Autodesk Maya
- Google Docs
- Google Drive