

## Matt Loftiss

Creative Director | Brand Strategist | Visual Storyteller

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### SUMMARY

Creative Director with 20+ years of experience leading teams and crafting brand strategies that drive growth and engagement. Expert in translating brand vision into impactful content across digital and traditional media, with a proven track record of streamlining processes, fostering collaboration.

### EXPERIENCE

#### **Brand & Design Consultant, Freelance | September 2013 - Present**

- Transformed brand and content strategies, boosting recognition and engagement for high-profile clients like NRG, Cirro Energy, Reliant Energy, and JLL Technologies.
- Led creative integrated marketing campaigns across web, mobile and print, including UX/UI design, animations, infographics, and digital dioramas.
- Developed brand guidelines and templates, cutting marketing costs and ensuring consistent messaging.
- Streamlined workflows, saving 3,000-man hours and reducing costs by \$300,000 through a comprehensive PowerPoint template for NRG Energy.

#### **Program Manager, HP Gaming Experience Group (Experis) | January 2023 - March 2024**

- Engineered brand-aligned content strategy, boosting HP engagement metrics with video content and presentation overhauls.
- Led AI research projects, optimizing workflows and driving success.
- Spearheaded interdisciplinary teams on 176 projects, ensuring punctual completion and fostering collaboration.

#### **Design Manager, Insperty | January 2012 - August 2013**

- Directed an 8-person creative team, producing high-volume monthly projects.
- Innovated processes to refine job requests and capture metrics, enhancing workflow efficiency.
- Drove cross-functional market research project which changed our approach to marketing efforts, increasing 10Q growth from 5% to 15%.

#### **Co-Founder/Creative Director, Water Design Studio | January 2002 - May 2012**

- Founded and led an award-winning branding firm, executing high-impact campaigns.
- Drove successful branding initiatives for clients like CB Richard Ellis, Holliday Fenoglio Fowler, IFMA, Mentor Corporation, and Segway.

### SKILLS

**Core Competencies:** Cross-Functional Collaboration, Brand & Identity Development, Creative Leadership, Process Improvement

**Technical Skills:** Graphic Design (Adobe Creative Suite), Office Productivity (Microsoft 360, Google Workspace), Web/CMS (WordPress, HTML & CSS), Project Management (Workfront, Basecamp, Excel)

### ACHIEVEMENTS & AWARDS

- AMA Crystal Award for Branding/Rebranding
- Silver Addy for Advertising for the Arts & Sciences
- Featured in Seth Godin's book "Bull Market"
- Cited in NY Times for brand positioning and integrated marketing
- Certified in UX Fundamentals

### EDUCATION

Bachelor of Fine Arts in Graphic Design, Oklahoma State University