

Scott Matthews

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Professional Experience

(2004 - Present) University of Oklahoma Athletics Department - Norman, Okla.

Director of Graphic Design

- Handle the design and creation of all the promotional projects for the Oklahoma Athletics Department
 - Projects include: media guide covers, schedule posters and cards, season and group ticket brochures, newspaper ads, trading cards, fan guides (Z-Cards), recruiting materials, logo designs
- Develop publications for the business-side of the Department
 - Projects include: Department Annual Report, Sooner Club Membership Handbook, donor materials
- Create season ticket sheets for Football, Men's and Women's Basketball and the AT&T Red River Rivalry
- Work closely with the marketing department to help generate theme-based promotions to increase season and single-game ticket sales
- Work daily with outside vendors on a variety of print projects and well as in-stadium signage and facility enhancement projects

Responsibilities include:

- **Publication Design and Creation**
- **Sales and Marketing Collateral**
- **Project Management**
- **In-Stadium Signage and Display**
- **Advertising Production**
- **Season Ticket Design**

(2003 - Present) Catching Design - Norman, Okla.

Owner

- Work independently operating a full-service graphic design studio
- Specialize in being a creative visual communication resource for clients, which include numerous professional and minor league sports franchises. Clients include: Orange Bowl Committee, Peoria Rivermen (St. Louis Blues "AAA" Affiliate), Cleveland Browns, Baltimore Ravens, Arizona Cardinals, New Orleans Saints and Cincinnati Reds. Also worked directly with the merchandise vendor creating interior signage and displays for Super Bowl XLI and XLII
- Work with a variety of regional printers, both digital and offset, writing bid specifications for my clients and determining cost and production schedules

Responsibilities include:

- **Publication Design and Creation**
- **Advertising Production**
- **Visual Displays**
- **Business Identity**
- **Newsletters**
- **Event Promotions**
- **Sales and Marketing Collateral**
- **Web Site Design**
- **Software Training**

(2001 - 2003) Sign Promotions - Bloomington, Ill.

Vice President of Operations

- Managed the operation of a full-service display and visual promotion business
- Coordinated and supervised projects for clients such as State Farm, Country Companies and Illinois State University
- Served as the main contact for the business. Worked daily with clients assessing their needs and developing projects to meet specifications
- Created marketing materials to promote the business, as well as helped expand the business into new arenas such as print design and grand format printing

Responsibilities included:

- **Graphic Design**
- **Project Management**
- **Vendor Services**
- **Art Direction**
- **Training and Supervision**
- **Sales & Marketing Strategies**
- **Inside Sales**
- **Purchasing**
- **Web Site Design and Maintenance**

(1998 - 2001) Bloomington-Normal Area Convention and Visitors Bureau - Bloomington, Ill.

Manager - Publications

- Produced the Bloomington-Normal Area Visitors Guide. Responsible for all phases of production
Involvement included:
 - Writing bid specifications and creating marketing materials to generate sales revenue
 - Advertising Sales (Generated over \$100,000 in revenue over two years)
 - Feature writing and copy editing
 - Created numerous advertisements for local business owners
 - Layout and design of the 64-page, four-color process magazine. Circulation (125,000)
- Coordinated Bureau's advertising and marketing efforts. Wrote press releases for local media and designed advertisements for local, state and national publications. Maintained an \$80,000 budget
- Helped develop and maintain the bureau's web site: www.VisitBN.org
- Handled design duties for the McLean County Chamber of Commerce and the Economic Development Council of the Bloomington-Normal Area
Involvement included:
 - Design of monthly two-color News, Views and Issues newsletter for the Chamber and quarterly EDC Update newsletter for EDC
 - Produced event programs and invitations to functions, as well as the Chamber's annual report

Education

(1992-1997) Illinois State University - Normal, Ill.

B.S. in Communications with an emphasis in Journalism and a minor in Writing.

- Experienced in the following software: QuarkXPress, Adobe Illustrator, Acrobat, Photoshop, InDesign, Dreamweaver and Microsoft Office
- Knowledge of one, two and four-color printing and working directly with printers and service bureaus

Awards and Honors

- **2004 Football Media Guide-Best in Country (College Sports Information Directors of America, CoSIDA)**
- **2007 Football Bowl Guide-Best Cover (CoSIDA)**
- **2007-08 Men's Gymnastics Guide-Best Cover (CoSIDA)**
- **2007-08 Women's Gymnastics Guide-Best Cover (CoSIDA)**
- **2007-08 Track and Field Guide-Best Cover (CoSIDA)**
- **2007-08 Women's Basketball Poster Series-Bronze Medal (National Association of Collegiate Marketing Administrators, NACMA)**