




MATT HELLMAN

GRAPHIC DESIGNER • PHOTOGRAPHER

 425 Bernard St. #304, Denton, Texas 76201

 matt@matthellman.com

 512-968-5405

EDUCATION

MASTER OF JOURNALISM


University of Missouri – Columbia
Visual Editing & Management,
Focus in Photography, Graphics
Design and Digital Archiving

BACHELOR OF ARTS

Baylor University – Waco, Texas
Marketing, Public Relations & New
Media, Focus in Photojournalism
and Media Design

 matthellmanphotography

 @matt.hellman

 matthellman

EXPERIENCE

UNIVERSITY OF NORTH TEXAS – COLLEGE OF MUSIC

The largest public university music program in the United States

Graphic Design Specialist | Photographer | Web Editor

August 2021 to Present – Denton, Texas

- Responsible for meeting with constituents to conceptualize, design, produce review proofs/prepare print-ready art
- Conceptualize, design, edit, and produce promotional materials for special events, conferences and workshops
- Develop content for print, web, email and social media in accordance with agreed upon schedules, ensuring adherence to university graphics and branding standards, and assist stakeholders and vendors with the same
- Produce all photography assets needed for marketing and College division development
- Manage and archive content, utilizing new digital tools as the need arises
- Monitor all COM web pages for content, accessibility and accuracy regularly
- Oversee and task external web firm with development and transition of College website between platforms
- Advocate for and implement plan moving toward digital only programs for all 1,000 annual events of the College of Music
- Establish video communication networking to College of Music building monitors through BrightSign technology
- Work with faculty and staff of 200 in eight College divisions preventing programmatic siloing and work duplication
- Cooperate and work closely with university brand strategy and communication
- Communicate and advise Marketing Director, Assistant Dean and Dean of the College of Music in design capacity

GRANITE MEDIA PARTNERS

Graphics & Publications Designer | Photographer

February 2017 to August 2021 | Contract Designer August 2021 to Present – Taylor, Texas

- Built the creative direction of agency newspapers, magazines and other visual content
- Promoted Modern, clean visual implementation solutions
- Built digital curation initiatives and archival workflows
- Established modern company website and creative development parameters
- Oversaw newspaper website transitions for company clients
- Served as intermediate coordinator between company publishers and development team
- Established present-day design templates and workflows

View my professional portfolio at www.matthellman.com

REFERENCES

CHERÉSE BASSETT-SOWELL

Executive Director of Development
College of Music
University of North Texas
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RAYMOND ROWELL

*Assistant Dean for Scholarships and
External Affairs | Direct Supervisor*
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MATT HARDMAN

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Marketing and Public Relations*
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PATTI SLAVYCH


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ANA COSINO

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EXPERIENCE continued

COLUMBIA MISSOURIAN

Digital Archive Manager | Assistant Director of Photography
August 2014 to December 2016 – Columbia, Missouri

- Assisted and advised the director of photography in leading Columbia's largest journalism business
- Led consolidation, transition and curation of organization data and visual content to digital asset management systems
- Supervised photography department on various storyboarding assignments
- Promoted staff editing and conceptualization development
- Fostered team collaboration with all news departments
- Conceptualized and designed newspaper sections and multimedia campaigns
- Assisted in photography assignments as needed

BAYLOR LARIAT

Multimedia Producer | Photo Editor | Photographer
September 2009 to January 2014 – Waco, Texas

- Communicated and advised department heads in strategic planning forums
- Produced photography for the vast majority of journalism assignments
- Coordinated and produced multimedia content, blogs and podcasts for digital platforms
- Supervised photography department on various storyboarding projects
- Promoted staff editing and conceptualization development
- Fostered team collaboration with all news departments
- Conceptualized and designed newspaper sections and multimedia campaigns