



Matthew Mefford

Art Director

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Experience

Art Director with over 25 years of experience, bringing visionary thinking to each project and leveraging every medium to its fullest potential.

I have an extensive background in smaller agencies, where I have honed my ability to wear many hats in fast-paced environments. I excel in conceptualizing and leading teams to create programs across various platforms, including UI/UX, YouTube, social media, display advertising, and print.

Client Services

Creative Direction
UI/UX
Animation
Brand Development
Managing Junior Creatives

Education

University of Cincinnati
Bachelor of Science in
Graphic Design

Applications

Adobe Creative Suite
Figma (UI/UX)
Canva

Bohan

bohanideas.com

Senior Art Director 2019-2024

Spearheaded creative strategy and direction for major national campaigns, enhancing brand visibility and engagement for Dollar General.

Provided creative direction to agencies such as Coca-Cola, Pepsi, and Mars Pet on co-branded ads, for which I developed guidelines.

Led a team of five people in producing high-quality digital content, resulting in increased campaign effectiveness.

Pioneered innovative video and animation projects that boosted customer engagement metrics across various mediums, including display media, social media, YouTube, and websites.

Clients Dollar General

Lipman Hearne

yesandlipmanhearne.com

Senior Art Director 2013-2019

Managed creative processes from concept to completion for clients in the educational and non-profit sectors.

Created large-scale websites with integrated UI/UX design, extending campaigns across multiple mediums such as video, billboards, social media, and campaign brochures.

Executed creative solutions that responded to complex user needs and business goals, resulting in enhanced digital experiences.

Clients Booth School of Business, University of Miami, Caltech

Commonground

ten35.com

Senior Art Director 2012-2013

Led creative direction for high-profile multicultural market campaigns for large brands, including websites, video, and display advertising.

Clients Coors Light, American Family Insurance, Coke

Method Engine

methodengine.com

Art Director 2006-2012

Oversaw frequent freelancers and website projects from inception to completion.

Conceptualized campaigns and translated them into effective UI/UX designs.

Clients Thermos, Lincoln Center, Kohler, Ingalls Health