

Matthew Benedetto

ILLUSTRATION & DESIGN

CONTACT

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SKILLS

Programs

Adobe Suite: PS, IL, ID, AE, BR, LR
Clip Studio Paint
Sony Vegas
Adobe Acrobat Pro
Microsoft Office Suite:
Outlook, Excel, Word, Powerpoint
Google Suite:
Drive, Docs, Sheets, Gmail, Slides

Expertise

Digital & traditional illustration
Visual development
Conceptual/Editorial illustration
Apparel design
Color styling
Graphic design & Typography
Exceptional communication skills
Organization & time management
Writing & typing
Filing

EDUCATION

Fashion Institute of Technology

Bachelor's of Fine Arts 2014
Illustration

Fashion Institute of Technology

Associates Degree 2010
Communication Design

EXPERIENCE

● Children's Apparel Network 2020 - Present

Graphic Artist - Baby Layette

- Designing graphics for newborn/infant apparel for major retailers including Walmart, Ross Stores, TJ Maxx & Indigo
- Creating and organizing catalogues for sales meetings
- Working with designers on creation of program concepts
- Assisting designers with editing & creation of apparel bodies
- Research & creation of trend boards for upcoming projects

● Topsville 2018 - 2020

Graphic Artist - Boys

- Designing graphics for newborn/infant, & older boy's apparel for major retailers including Walmart, J.C Penney, & Meijer's
- Creating tech packs for sampling & production of our products
- Working with designers & merchandisers on creation of program concepts
- Research & creation of trend boards for upcoming projects

● Freeze CMI 2015 - 2017

Graphic Artist - Toddler Girls

- Designing licensed graphics for newborn/infant & toddler girls apparel for major retailers including Target, Walmart, Kmart, Kohl's, & Burlington
- Worked with fellow designers to help propel new licensing avenues

Design Assistant - Toddler Girls

- Tracking & overseeing sampling, as well as production of department products
- Creating catalogues & presentations for sales meetings
- Keeping track of files & deadlines to help the design process run smoothly under tight time constraints
- Submitting and revising graphics for licensor approval
- Maintaining and organizing department files to increase effectiveness & streamline process

● Matthew Benedetto Illustration 2014 - Present

Freelance Illustrator

- Developing characters, props, and environments
- Creation of illustrated social media graphics & promo materials
- Illustrating commissions to meet each client's needs

● The Cotton Candy Machine by Tara McPherson 2014 - 2015

Intern & Gallery Assistant

- Promoted & worked show openings, as well as shop events
- Safely shipped product, & handled original artworks
- Assisted with the set up of each show
- Corresponded with artists via email
- Handled customer & client invoices

