



MATT ANDERSON

CREATIVE DIRECTOR & SENIOR DESIGNER

BRAND STRATEGY | TEAM LEADERSHIP | VISUAL STORYTELLING



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INTRODUCTION

Collaborative Creative Director and hands-on senior designer with 20+ years across agencies, in-house teams, and independent work. Turns complex business goals into clear, compelling creative, builds trust across teams, and stays calm under pressure while keeping high-volume, multi-brand work moving from concept through production.

PROFESSIONAL EXPERIENCE

Creative Director | MITY Inc. / MityLite

Oct 2016 - Present | Orem, UT

- Sets creative direction across MityLite, Bertolini, Holsag, and Broda, shaping brand standards, campaigns, product launches, and communications across digital, print, social, email, video, and trade show events.
- Leads a lean, high-output creative team with a calm, collaborative style, directly managing the 3D visualization artist, guiding a graphic designer, and partnering with content, web, marketing, and sales to set priorities and keep work moving.
- Produce content from concept through delivery by writing, designing, and publishing email and social content in HubSpot, planning, shooting, and editing testimonial and how-to videos, and capturing studio and on-location photography.
- Creates print and digital collateral, internal campaigns, trade show graphics, presentations, and custom marketing materials for sales teams and dealer partners.
- Directs 3D product visualization from mood boards through final delivery, aligning each asset with brand standards and product goals.

Senior Graphic Designer | SanDisk / Western Digital

Nov 2015 - Sep 2016 | Salt Lake City, UT

- Developed global B2B creative for Corporate Channels and Enterprise Solutions, including trade shows, web and social content, case studies, sales collateral, campaign assets, and product communications.

Senior Art Director & Design Team Manager | F+W Media, Inc.

Nov 2008 - Dec 2014 | Salt Lake City, UT

- Led and mentored a design team across publications, events, and community programs while aligning individual strengths, creative resources, and production schedules with audience needs and revenue goals.

Art Director | McCann/Erickson & MRM Worldwide

Sep 2006 - Jan 2008 | Salt Lake City, UT

- Concepted and executed integrated digital and print campaigns, art directed photoshoots, directed production designers, and partnered with Creative Directors and agency teams to deliver on-brand work for major clients.

ADDITIONAL EXPERIENCE

Art Director | Roberts/Emmitt Agency, 2006

Graphic Designer | Salt Lake Magazine, 2005-2006

Adjunct Faculty, Graphic Design | Art Institute of Salt Lake City, 2009-2014

Freelance Director / Designer | RedStar Creative Design & Consulting, 2015-Present

Led independent client work across identity, advertising, web, collateral, environmental graphics, and social content.

LEADERSHIP & CAPABILITIES

Creative Direction
& Campaign Concepting

Art Direction

Team Leadership
& Mentorship

Cross-Functional
Collaboration

Stakeholder Storytelling
& Presentations

Multi-Brand Governance

Social, Email & HubSpot

Photography & Video

Digital, Print & Experiential

Outside Vendor
& Production Management

EDUCATION

2005

B.S., Graphic Design

Art Institute of Portland

CERTIFICATION

December 2025

AI Prompt Engineering

Fundamentals Certificate

May 2025

AI x Design Thinking

Workshop Series

AWARDS

2006

AIGA 100 Merit Award

