



matt kannenberg

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WORK

22 SQUARED

TAMPA, FL

DESIGNER

10/2008 - 6/2009

I joined the Marriott team to help re-brand Marriott Executive Apartments (MEA) and further develop the Residence Inn, Courtyard and Fairfield Inn brands, among others. I worked on a range of projects, from designing the MEA logo & graphic style to creating Brand Voice guidelines for various brands to miscellaneous projects for additional clients and agency pitches (Publix, Shoe Carnival, Buffalo Wild Wings, etc.).

FOURTHDOOR CREATIVE GROUP / SOUTH TAMPA MAGAZINE

TAMPA, FL

SENIOR DESIGNER

3/2007 - 10/2008

Responsible for, but not limited to: South Tampa Magazine editorial design; photography direction; design and development for new publications; corporate I.D. package design (including logos, websites, stationery packages and miscellaneous materials).

FREELANCE DESIGN

MULTIPLE CLIENTS

8/2005 - PRESENT

I've done paid and pro-bono work for a range of clients. Projects range from corporate I.D. packages to concert posters and logos for local artists to invitations, programs and event signage for Ruth Eckerd Hall's non-profit events.

SCHOOL

B.A., MASS COMMUNICATIONS: ADVERTISING

UNIVERSITY OF SOUTH FLORIDA

1999-2002

Member of the USF Ad Club and our 2nd place team at the 2002 NSAC competition. Also concentrated on photography and audio production during my time in college.

TOOLS

CAPABILITIES, PROFICIENCIES

Web and extensive print experience. Extensive photo-direction experience. Familiar with various printing techniques.

Not style-limited—able to use whatever “voice” is needed for a particular client/project.

Proficient with Adobe Creative Suite and Quark Xpress.