

Matthew S. Ruch  
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## OBJECTIVE

To continue my growth professionally and personally as a designer within a collaborative creative environment

## EDUCATION

Mankato State University, Mankato, MN, 4 years completed coursework toward BFA in Graphic Design, 1989 -1993

## WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER, 1988 - present

- Product development, *Caligiuri Apparel* and *Marshall Fields*, Minneapolis
- Website and collateral design, *Warecorp*, Minneapolis
- Website design and office environment display animation, *The Arthur Group*, Minneapolis
- Software brand identity design, *3M HighJump Software*, Minneapolis
- Website and collateral design, *Gatheroo.com*, Minneapolis
- Web advertising design, *Gutter's Goods*, Minneapolis

INTERACTIVE DESIGNER, FirePond, Inc., Boston, MA, 1993 - 2003

Assumed responsibility for a variety of detail-oriented duties ranging from lead illustrator and animator to project and department manager

### Client overview:

Boeing, Carrier, Compaq, DAF, Douwe Egberts, Ford UK, General Motors, Hitachi, Motorola, Renault, Ricoh, Saturn, Sikorsky, smart car, Telenordia, Toshiba, Volvo, Wellmark Blue Cross and Blue Shield

### Project highlights at FirePond:

- PRODUCER, SYSTEM ARCHITECT AND LEAD DESIGNER - Ricoh Europe "E-com" web application, Amsterdam
- PRODUCER, LEAD DESIGNER - Ford UK Commercial Vehicles web showroom and configuration application, London
- PRODUCER, LEAD DESIGNER - Renault VI web application, Lyon
- INTERACTIVE DESIGN MANAGER - FirePond Europe, BV, Amsterdam
- CREATIVE DIRECTOR, LEAD DESIGNER - FirePond Corporate Identity, Boston
- SITE ARCHITECT, LEAD DESIGNER - FirePond web site, Minneapolis

HIGH QUALITY PRINT SPECIALIST, Creative Education, Mankato, MN, 1992 - 1993

- Designed covers and spreads for educational multi-volume series, and served as quality control at final printings

ARTISTIC DIRECTOR, Student Development, Minnesota State University, 1989–1992

- Designed promotional materials for student and community events, and served as department supervisor

## VOLUNTEER WORK

VICE PRESIDENT, Art Works Cooperative Gallery, Mankato, MN, 1992 - 1993

- Co-developed business plan and served as marketing director for a gallery promoting young fine arts talent

WEB CONTENT MANAGER, GENERAL ASSISTANCE, PRISM, Golden Valley, MN, 2007 - present

- Manage content including new page development, and streamline navigation for the non-profit's websites <http://www.prismmpls.org/> and <http://www.fcifamilycar.org/>
- Provide assistance for various PRISM resources such as their food shelf program

## CORE SOFTWARE STRENGTHS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Acrobat Professional, Dreamweaver (HTML), Flash, Freehand; AfterEffects, Microsoft Office Suite: Project, PowerPoint, Visio; various FTP clients

## PORTFOLIO

Visit <http://www.matt.ruch.com/> to download my portfolio overview.

Working demos, animations, and additional items specific to your needs are available for your review upon request.