



## CRISTIANE MATTA

Graphic Designer



407.719.3453



clisa87@yahoo.com



www.cristianedesigns.org



## OBJECTIVE

I am passionate about helping people bring their visions to life effectively while always trying to exceed their expectations for ultimate client delight.



## SOFTWARE

### ADOBE CREATIVE SUITE

Illustrator, Photoshop, InDesign, Acrobat, Bridge



After Effects, Keynote, Numbers



### MICROSOFT OFFICE SUITE

PowerPoint, Excel, Word, One Note



### ADDITIONAL SOFTWARE

G-Suite, Zoom, Workamajig, Asana, Trello, Slack, Skype, Monday, Box, Dropbox, Procreate, Social Media Platforms, Canva, Wix, WordPress, ClickFunnels, Salesforce, Active Campaign, Figma.

Proficient with Mac and Windows Systems



## WORK HISTORY

### The Centr | Creative Manager | Remote

Nov. 2018 – Present

- Art direct, lead and coordinate all aspects of design.
- Build successful creative teams.
- Worked on start to finish campaigns for start-ups to enterprise businesses.
- Collaborated with vendors and internal teams.
- Projects include full brand identity, UI websites, marketing materials for both print and digital, social media, Ads, presentations, ClickFunnels, landing pages, events, display screens, video, GIFs, packaging.
- Trainings, scheduling, develop marketing strategies, SOPs, budgeting and interviews/hiring.

### Sodexo | Senior Graphic Designer | Altamonte Springs, FL

Oct. 2012 – Jan. 2018

- Designed and produced RFPs and Proposals worth 40 million in revenue.
- Mentored Junior designers.
- Collaborated with a national sales team, copywriters, production artists and vendors (In-house and remotely).
- Projects included print and digital marketing materials, presentations, custom packaging, video, branding, physical production and shipping of materials.
- Established the Creative Department foundation.
- Assisted with establishing processes and procedures.

### Sta Elements, Inc. | Senior Graphic Designer | Orlando, FL

Dec. 2009 – Oct. 2012

- Managed all aspects of the Creative Department.
- Mentored and managed Junior designers.
- Collaborated with the sales team, marketing, production artists and vendors (In-house and remotely).
- Projects included print and digital marketing materials, product development and branding, strategic merchandising and customer research, packaging, prototyping, photo re-touching, photography, catalogs, trade-shows, website, graphics maintenance, quality assurance and presentations.

### Making Dreams, LLC | Art Director | Orlando, FL

Sep. 2008 – Dec. 2009

- Managed all aspects of the Creative Department.
- Collaborated directly with clients and vendors (In-house and remotely).
- Projects included print and digital marketing materials, product development, logo, brand identity, packaging, prototyping, photo re-touching, photography, website, graphics maintenance, presentations and Ads.

### Your Marketing Corner | Graphic Designer – Internship | Sanford, FL

May 2009 – Aug. 2009

- Collaborated directly with clients and marketing experts.
- Projects included print and digital marketing materials, logos, photo re-touching, UI website, maintenance, presentations and Ads.

### Freelance | Graphic Designer | Orlando, FL

May 2009 – Feb. 2014

- Provided Graphic Design services for start up to enterprise businesses.
- Collaborated directly with clients.
- Projects included print and digital marketing materials, national theme park merchandising, product development, logo, brand identity, packaging, prototyping, photo re-touching, photography, UI website, presentations and vehicle wraps.



## SKILLS

- High-level of typography, colors and trends
- Print, Ads, digital, packaging, social media, production
- Printing & binding techniques / Equipment knowledge
- UI/UX front-end designs
- Video editing, GIFs
- Leading and managing successful creative teams
- Creative development of processes and procedures for ultimate efficiency
- Excellent time management/multi-tasking
- Excel working under tight deadlines
- Extremely organized
- Excellent team player
- Visual problem solver
- Easily adaptable, fast learner, self-starter
- Positive can-do attitude "ALWAYS"!
- Great written and communication skills
- **Trilingual** – English, Portuguese and Spanish



## EDUCATION

**Full Sail University** | Bachelor of Digital Arts and Design | Winter Park, FL | March 2009

## Letter of Reference For Cristiane Matta

To whom it may concern,

I have had the pleasure of working closely with Cristiane Matta as the Senior Graphic Designer at The Centr and I would without hesitation recommend her talent to any company seeking a designer who is innovative, committed and professional.

Cristiane has been an incredible asset to our company these past few years. She is an extremely creative professional and friendly individual who always seeks to present results in a timely manner.

I could speak at length of her amazing talent and how she is the best designer I have ever worked with; but assume you have seen her work and can recognize that for yourself. I will say she is not only talented but excellent at collaboration. On various occasions we've met to discuss solutions and create impactful designs, where she constantly nails conveying the message to satisfy our clients needs. We've developed a variety of designs, from logos to marketing campaigns, along with creating new design processes to facilitate team effectiveness. All of which have been created with exceptional detail. Her excellent communication skills, reliability and ability to adapt to any situation makes her a perfect candidate for any design position she chooses to pursue.

While it is not typical to share the following information, I believe it will give insight into the caliber of employee that Christiane is. During the time of Covid and the uniqueness of running a business in 2020, when our management team had to make difficult decisions in regards to personnel, her position was always held apart and separate. Her combination of talent, skill, work ethic and interpersonal skills is rare and difficult to replace.

Thank you for reading this letter. Here is my personal cell phone number if you would like to talk directly. 208-869-1458

Sincerely,



Cameron Watson

Dear Hiring Manager,

I am honored to provide a letter of recommendation to you for Cristiane Matta. I've worked closely with Cristiane for almost two years now and wish I could keep her forever as my co-worker. I've witnessed her design quality creatives during time crunches, pivot easily for last minutes changes, design every company funnel and website, create various industry brands, templates, mockups, and more.

I always admired Cristiane for balancing her large workload while consistently meeting deadlines for internal and client projects. Additionally, it quickly became apparent that she was trusted to take on managerial tasks for the marketing department, such as lead meetings (when needed), organize Trello, manage Google Drive, supervise contractors, and help the finance department with Salesforce task creation and assignments. She takes ownership and steps up whenever the department needed someone to, which I had always noticed and respected. Furthermore, Cristiane is an exemplary communicator with both the team and clients. Moreover, from all our marketing meetings, it is very apparent that Cristiane is exceptionally organized and has great time management skills.

Lastly, Cristiane is a great team player, mentor, and friend. I've learned so much about graphic design while working with her. She is not only a "rockstar" in all things creative but one of the best co-workers I've had the honor to work alongside because she is a very pleasant and warm-hearted person to be around. Without a doubt, I know wherever Cristiane goes next, they will be extremely lucky to have her. If you have any further questions, please reach out to me via the information listed in my signature.

Thank you.

Sincerely,

Tiana Powell

Marketing and Social Media Specialist at The Centr

[pathblazer@hotmail.com](mailto:pathblazer@hotmail.com)

(702) 788-3380

To Whom It May Concern:

It is my pleasure to write this letter of recommendation for Ms. Cristiane Matta. I have had the pleasure of viewing Cristiane's professional development over the past four years, and I can state with confidence that she is a motivated and responsible person with an exceptionally high degree of integrity.

As her former Supervisor I feel that I know Cristiane quite well. She began work with Sodexo as a Graphic Designer in our newly formed Creative Services department, which was still too new to have established work processes and protocols. This meant it was critical to get the first hires right. With Cristiane we did. She exceeded my expectations with regard to work ethic and personal pride and her performance stabilized our department. Cristiane's work provided a strong base on which we continue to build.

I have been very impressed by Cristiane's ability to understand concepts based on loose descriptions and deliver work that captures the vision of the project and clearly conveys our desired message. More importantly, Cristiane does these things with a positive, upbeat attitude every day, without exception. Overall, I believe you will find Cristiane to be incredibly organized, responsive to your needs and a tremendously positive influence on any team she joins.

I highly recommend Cristiane without reservation and I sincerely hope you give her application favorable consideration. If you need any further information about Cristiane, please do not hesitate to contact me.

Best wishes,  
Donnie Martello  
[donniemartello@yahoo.com](mailto:donniemartello@yahoo.com)  
407-375-9702



09/16/2012

To whom it may concern,

As the founder and president of WBC Graphics, it's been a great pleasure working with Cristiane Matta. In her position as a Graphic Designer, Cristiane was employed in our office from 2008 - 2010. Cristiane did an excellent job in this position and was an asset to our organization growth during her tenure with our company.

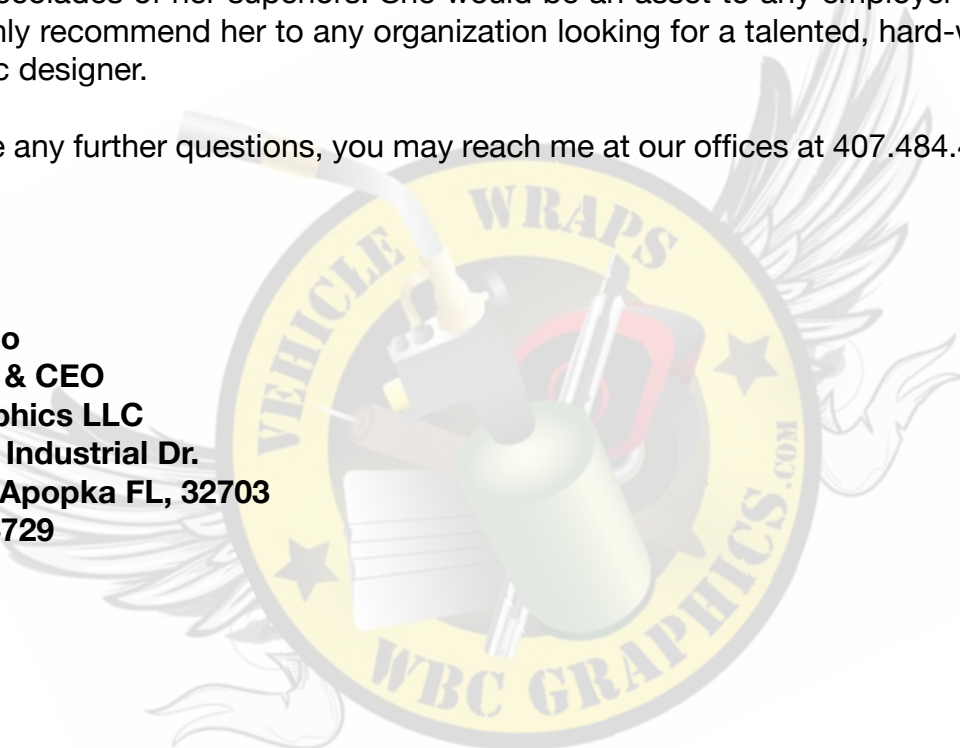
Cristiane provided consistent creative designs and production work for our print projects. She has shown exemplary initiative in creating a wide variety of design artwork including logos, business cards, vehicle wraps and more. Her eye for design and detail is first-rate as are her skills in leading design softwares. She's excellent at organizing design projects and has proven the ability to efficiently manage and prioritize multiple projects simultaneously while meeting tight deadlines.

Cristiane is recognized as a genuine friendly team player with a "can-do" attitude. Her strong work ethic and ability to quickly complete any job thrown at her has won the accolades of her superiors. She would be an asset to any employer and I would highly recommend her to any organization looking for a talented, hard-working graphic designer.

If you have any further questions, you may reach me at our offices at 407.484.4729.

Sincerely,

**Luis Tirado**  
**President & CEO**  
**WBC Graphics LLC**  
**2516 JMT Industrial Dr.**  
**Suite 105 Apopka FL, 32703**  
**407-484-4729**





Making Dreams Studios, LLC  
Daniela Staciokas  
General Manager  
contactus@makingdreamsstudios.com  
Phone: 407-230-6934

09/ 03/ 2012

To whom it may concern,

I've had the pleasure of working with Cristiane Matta for a year as a Creative Designer for Making Dreams, LLC. as her General Manager.

I can confirm that it has truly been a wonderful experience working with her. Cristiane is a passionate professional designer who is reliable, has a very positive attitude, great communication skills with management and clients and a excellent team player exceeding all of Making Dreams LLC's expectations.

Furthermore, she has applied her exceptional creative sense of design and trends by being highly detailed with all projects, organized and a multi-tasker, complying with all the dead lines. Cristiane would be an excellent asset to any company and she has my highest recommendation.

If you have any further questions regarding background and qualifications, do not hesitate to contact me.

Sincerely,

Daniela Staciokas  
General Manager  
Making Dreams Studios, LLC.