

# Matthew Defede

Web Design  
United States

View the full portfolio at <http://www.thecreativefinder.com/mdefede>

## Professional Experience and Curriculum Vitae

I am a professional Web & Graphic designer with experience in Search Engine Optimization (SEO) Usability, Interface & Visual Design and Social Media Marketing. I utilize Mac and PC and the whole Adobe suite to complete my projects. I work with small and large companies in all areas of online marketing and traditional design. I like working with companies in a consultant or contract mode or working on a per project basis.

## Previous Clientele

NBC Universal  
Web MD  
ROCHE  
Merk  
Kraft  
SYSTRA  
NBC  
GOOGLE  
YAHOO  
ABOUT.com

## Awards and Accolades

Freelance Web Designer New York, NY  
- Present Web MD Web Design & Usability Consultant Ramsey, NJ  
Mar 2011 - Jun 2011 FCM Travel Solutions

Redesign current web site for multiple brands & add new functionality to existing web sites.

Web Design Consultant North Wales, PA

Nov 2010 - Jan 2011 MERCK Director of Corporate Communications East Hanover, NJ

Mar 2010 - Sep 2010 Matrix New World Interactive Art Director Nutley, NJ ROCHE Pharmaceuticals

- Working on branded pharmaceutical products and online promotional items such as banner ads, e-mails, online newsletters, Flash e-mails and full product web sites.

- Collaborating with outside designers and outside design groups for ROCHE, such as Avenue A Razorfish, Ogilvy Interactive and Digitas Interactive.

- Developed S.E.O Strategies with brand team and Interactive marketing

- Created web site structure and usability using site maps and wire frames

- Created campaigns for Social Media for Face Book, My Space, Twitter & You Tube

Interactive Art Director Hanover, NJ KRAFT Foods & RJR Nabisco

- Develop and maintain Kraftfoods.com corporate website

155 Lloyd Road Singapore 259098 (co. reg. 201004398N)  
helpdesk 656.227.2902, fax 656.227.0213

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Please kindly get in touch for portfolio works.

## REVOLUTION



For more information, select your vehicle of interest

FOR FRIENDS. FOR FAMILY. FOR COUNTRY. FOR CITY.  
FOR SAFETY. FOR EXCITEMENT. FOR LIFE.

Volvo has designed a vehicle to specifically test state-of-the-art concepts in passenger safety. Innovatuons such as the 4 point criss-cross belt, night vision, brainier brake lights, and transparent pillars for 360 degree visibility, are just some of the features packed into this sporty little concept coupe.



### The Revolution Model Match game

Mental acuity is as important as a sound body. Test your memory skills in the Revolution Model Match game. Remove all the cards from the screen by finding each vehicle's matching card. ▶

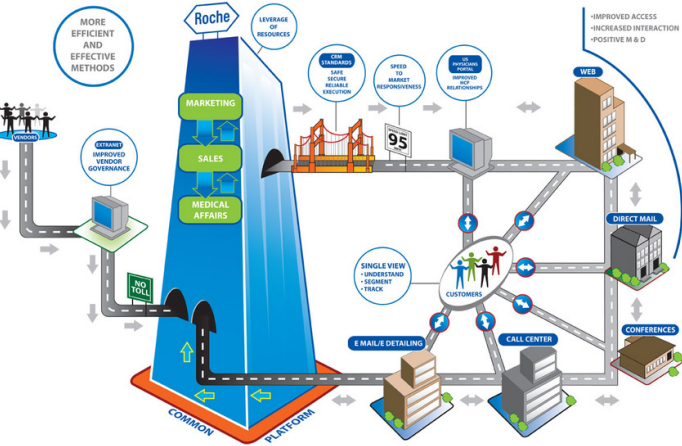




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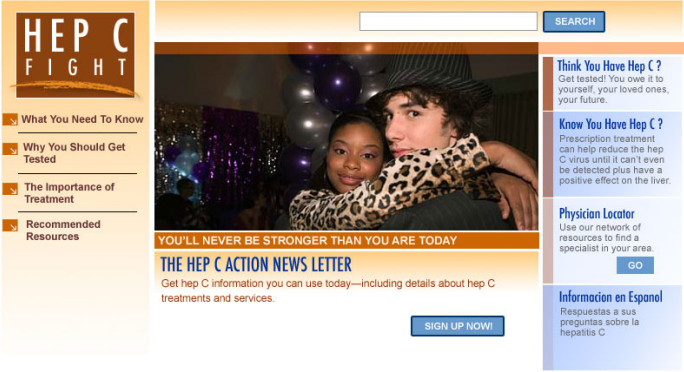
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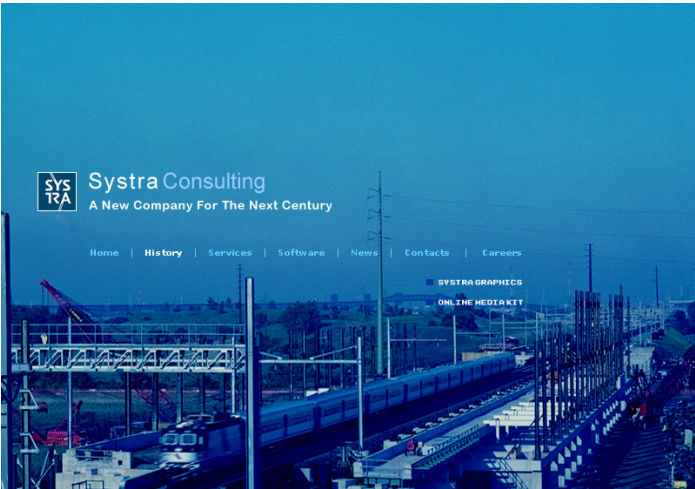
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