

# Matthew J. Schwartz

Abington, PA 19001 | 267-269-8683 | matthew.schwartz.creative@gmail.com | linkedin.com/in/matthew-j-schwartz

## GRAPHICS AND CREATIVE SERVICES LEADER

Experienced creative services manager with extensive graphic arts experience and 20 years of pharmaceutical/nutritional/FMCG graphics & packaging experience for international markets. 8 years as a people manager leading designers & proofreaders in creative services and production. Highly motivated and creative. Working both inside and outside of the box to deliver high impact innovative branding, package design, collateral print and electronic content. Demonstrated results driving innovation and spurring creative projects including a best in class Anti-Counterfeiting solution. Strengths include:

- Leader through creative inspiration, coaching, example, and always results focused
- Expert knowledge of graphics software, printing processes, packaging and security technology
- Excellent interpersonal and communication skills
- Comfortable with pressure, extreme quality goals and aggressive deadlines
- Project management and creative solutions achieving efficiency and minimizing cost

**Gerber | SGS Marks**, Arlington, VA

### Design Execution Manager

2019 – Present

- Manage and coordinate Nestle internal label system
- Collect recipes, UPC ZPCK and NPDI numbers and description from Technical Applications Group and cross functional partners
- Enter product data or supervise 3<sup>rd</sup> party entry
- Initiate label specification requests
- Follow up with key stakeholders to ensure compliance
- Route content for approval, mitigate inconsistencies, edits, rejections
- Maintain an accurate and up to date master tracker
- Execute designs that are efficient, accurate and meeting Nestle standards
- Responsible for on-time, on budget and accurate delivery of design and adaptation projects
- Manages relationships and quality standards for adaptation agencies, artwork & prepress partners, and printers

**WYETH | PFIZER | NESTLE**, King of Prussia, PA

### Graphics Manager

2010 – 2018

People Manager for Graphic Artists, Proofreaders and Creative Services with 6 direct reports.

Responsible for creating global brand identity materials. Managed design assets to ensure brand consistency with global reach.

- Established a Global Artwork Center based in Ireland to service all of Wyeth Infant Nutrition Packaging, including system and process creation as well as staffing and initial operational oversight.
- Hosted effective creative sessions for proposed design work to be performed in house.
- Advised on both creative and technical executions with design agencies regarding business

needs and production requirements.

- Provided creative and technical production support to Global Marketing.
- Developed and reviewed all color standards for new products and designs.
- Reviewed all color proofs for global brand consistency to maintain international identity.
- Worked closely with Engineers to develop visual representations of new package concepts.
- Acted as a technical liaison globally between individual markets, plants and artwork centers.
- Provided creative services support across WIN, NIN and Greater Nestle.
- Developed and provided training and instruction on graphics software and best practices.
- Worked effectively with team members and global partners to ensure efficiency and quality in artwork development. Achieved a quality rating over 99%.
- Led the development of PDD Creative Services, which generated savings of over 2 million USD in the past 2 years.
- Original innovator of large can sidewall embossing for Wyeth Infant Nutrition.
- Served as the Anti-Counterfeiting SME & Architect of the current Anti-Counterfeiting System deployed on all Wyeth Infant Nutrition packaging for over 7 years without any confirmed counterfeits.
- Completed an innovative multi-tier augmented reality proof of concept project, from project inception through vendor selection and finally delivering a completed functional prototype ahead of schedule.
- Implemented online training program and managed the curriculum for Graphic Artists.
- Implemented a time tracking process to assist in the efficient allocation of team resources.
- Awarded the global "Everyone Counts" award for delivering over and above job responsibilities and saving \$15K supporting a cross functional request.
- Co-Lead team building event committee.

### **Senior Graphic Artist**

2001 - 2010

Applied expert knowledge of graphics software to create production ready artwork.

- Provided training and instruction on graphics software and best practices.
- Routinely called upon to prioritize and delegate work based on current workload, project requirements and individual artist talents.
- Acted as a technical liaison globally between individual markets, plants and artwork centers.
- Worked effectively with team members to ensure efficiency and quality in artwork development.
- Created in house anti-counterfeiting features in use for all Wyeth Infant Nutrition packaging.
- Created an electronic artwork repository for Global Nutrition artwork.
- Implemented numerous process improvements – global graphic brand standards, new software technologies and best practices. Participated in cross team pilot programs.
- Created a functional XML to graphics process using adobe software.

## ADDITIONAL EXPERIENCE

**AQUENT PARTNERS** (Wyeth, contractor)  
Graphic Artist

2000-2001

**MONTGOMERY PUBLISHING**, Fort Washington, PA  
Assistant Creative Director | Graphic Artist

1995 - 2000

## EDUCATION | PROFESSIONAL DEVELOPMENT

**Associate Degree in Specialized Technology, Graphic Design**, Art Institute of Philadelphia, Philadelphia, PA, Completed all Graphic Design Major BA courses

**Situational Leadership** course for first line managers

## ADDITIONAL SKILLS

Packaging, print, outdoor, point of purchase, publishing, multi-media, online and multimedia, Package design, global brand Identity, copy writing, advertising design, page layout, concept development, storyboards, expert knowledge of color printing, separations and pre-press production processes as well as specialty printing techniques.

## TECHNICAL SKILLS

Expert knowledge of the current versions of the following software:

- Adobe Creative Suite – InDesign, Photoshop, Illustrator, Acrobat
- Esko Studio, Toolkit for Boxes & Flexibles, Esko Visualizer
- Microsoft Office Products

Functional and classroom knowledge of operating systems for both Mac & PC platforms including trouble shooting and training.