



MATTHEW POLACHECK

Creative Direction / Art Direction / Design

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EMPLOYMENT

2003 - Present **Shmaltz Brewing Company**  
HE'BREW and Coney Island Craft Lagers
Art Director/Northeast Manager
www.shmaltzbrewing.com

As Art Director and exclusive designer for Shmaltz Brewing Company, I am responsible for all the **HE'BREW** and **Coney Island** packaging and label design, print collateral and promotional materials. I design, program and continue to manage and expand our website to meet the companies growing needs. I created an annual beer festival, and am currently designing and launching a commercial space in Coney Island. I also manage three sales people and five wholesalers along the east coast. From 2003 to 2009, the company saw 1000% growth in sales, with over 5 million bottles sold to date.

1997 - 2006 **Image Systems Inc.** 
Art Director/Designer
www.imagenewyork.com


Art directed and designed national consumer and trade advertising campaigns, internal corporate sales and marketing collateral, brand/logo development, and point of purchase advertising. I also managed various web based projects, from conception and design, to hiring and managing freelance programmers. Projects included intranet sites, html emails and flash based presentations.

Clients include: Cartier, La Prairie, Canon, Pfizer, Elizabeth Arden

1999 - 2006 **The Dot Group** 
Partner/Creative Director

Formed a full service design agency with two partners, and assembled a small team of programmers, photographers and copy writers to work on a freelance basis. As a partner, I was involved in all aspects of the business. I established and managed client relationships, provided creative direction and design, and oversaw the production of each job to insure that every client received the highest quality product on time and within budget.

Clients include: NBC, James Murray Photography, David Humphrey

Freelance **Ralph & Charlie's Juice Company, Parlor Hair Salon** 
Designed award winning branding for a local beverage company.

EDUCATION

1988 - 1992 **University of Wisconsin - Madison**
Bachelor's Degree, School of Journalism (Advertising and Copy Writing)