MATTHEW FISCHER

MULTIMEDIA DESIGNER | GRAPHIC DESIGNER | AI-ASSISTED CONTENT PRODUCTION

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SUMMARY

Multimedia and graphic designer who takes work from concept through design, shoot, edit, and build. Produces brand identities, packaging, print ads, video, motion graphics, social content, and websites for small business clients. Combines a graphic design degree and broadcast production training with daily use of AI tools for image, video, voice, and music, with Adobe Creative Cloud for finishing.

SKILLS

- **Design:** brand identity, logo design, packaging and label systems, print advertising, press-ready CMYK files, layout and typography, brand design systems
- **Video and motion:** short-form social video, commercial spots, logo animation, motion graphics, shooting, editing, captioning
- **AI production:** Claude, ChatGPT, Gemini, Midjourney, Higgsfield, Runway, Suno, ElevenLabs; prompt-driven image, video, voice, and music generation directed and finished by hand
- **Adobe Creative Cloud:** Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Adobe Express
- **Web and social:** website design and build, Squarespace, e-commerce, Netlify, Canva, CapCut, Metricool, content calendars and reporting

EXPERIENCE

Founder and Creative Director, F7 LTD (digital studio)

Louisville, Ohio · October 2023 to present

- Design brand identities, packaging, and print for small business clients, including a script wordmark and four-flavor label system for The Last Drop Sauce Co. and a seven-page brand design system for The Lady Bug Lawncare & Garden Center.
- Produce complete ad campaigns as one designer: Instagram Reels plus press-ready half-page print ads (7.5 × 4.875 in, CMYK, crop marks and bleed) for Gussy's Nuts, The Lady Bug, and The Last Drop.
- Run the social content programme for BZ Salon & Spa: 556 posts across five platforms from June to August 2026, with Instagram growing from 465 to 504 followers and about 45,000 views in June and July.
- Shoot, edit, and caption short-form video and commercial spots, including a Breakfast at Tiffani's commercial cut for both social and broadcast.
- Use AI tools throughout production (Midjourney, Higgsfield, and Runway for image and video, Suno and ElevenLabs for music and voice, Claude and ChatGPT for concepting and copy), then finish in Adobe Creative Cloud.
- Design and build client websites, six to date, including an e-commerce store; create logo animations and motion graphics for client brand marks.

Project Manager and Implementation Consultant, Green Light Grocery

Remote · Contract

- Produced training videos and onboarding content for sales teams and end users of a restaurant-ordering software platform.
- Wrote product requirements and built a working prototype in Replit for an app feature; coordinated daily with product leadership and an overseas development team.

Producer and Creative Director, Stark Situation Radio

2011 to 2014

- Produced and directed audio and video content, including shows, commercials, and promos, from concept through final production.

SELECTED WORK

Full portfolio with video at **matthewfischercreative.com**: The Last Drop Sauce Co., Gussy's Nuts & Kettle Corn Co., The Lady Bug Lawncare & Garden Center, BZ Salon & Spa, Melissa Preece Therapy, Neuro Forge Therapy.

EDUCATION AND CERTIFICATIONS

- **Bachelor of Applied Science, Graphic Design**, Full Sail University
- **Diploma, Radio and Television Production and Announcing**, Ohio Media School
- **Certifications:** Google AI Essentials · Layout and Composition: Grids · InDesign Quick Start
- **Service:** U.S. Army veteran, Specialist (E-4)