

# REIKO MATSUO

Creative digital media design professional  
bringing unique depth and dynamic perspective

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Meticulous expert in creative project management who transforms complex stories into marketable visual content. Strong record of delivering clean, sophisticated editorial and commercial collateral, always on deadline and under budget. Deep technical knowledge of print and online media, with innovative command of website development tools. Successful leader who motivates cross-functional teams. Folio Magazine's Ozzie Awards judge for 6 years.

## PROFESSIONAL EXPERIENCE

### **Emerald Expositions, Inc.**

Leading operator of B2B trade shows in the United States, currently operating more than 55 trade shows.

#### **Web Producer/Designer**

May 2011 - June 2019

Created coherent, vibrant designs across media for websites, e-newsletters, and other marketing campaign materials, managing priority tasks and deadlines. Working with developers, designed and maintained websites and other digital products. Fostered collaborative partnerships with external clients and internal teams, including editorial, advertising, marketing, and social media. Provided personalized support to the user experience of digital products.

- Spearheaded conversion of static photo contest websites and emails to a responsive format, optimizing technical design for various devices and activating new marketing tools through social media and multimedia platforms.
- Introduced dynamic elements to email html, such as animation gifs, increasing recipient engagement.
- Designed and coded solid templates for email marketing html, tailored to communicate unique brand identities.

### **Nielsen Business Media (Formerly VNU Business Media)** **Art/Design Director**

April 1999 - December 2009

- Developed the brand name of a 125-year-old newspaper industry publication, *Editor & Publisher*, in print and online, working with 3 Editors-in-Chief.
- Served as Art & Design Director for *Adweek's Marketing y Medios*, 2004 – 2007.
- Expanded the prestige and scope of *Editor & Publisher's* annual photo journalism contest over the course of 10 years.
- Won 11 Jesse H. Neal Awards, including Best Single Issue, as a part of the *Editor & Publisher's* team.
- Kept close communication with company lawyers to ensure content met all compliance and legal requirements.
- Budgeting: Controlled project budgets, invoicing, and accounts payable from vendors.
- Data Management: Created and maintained archival database of images and pdf files of layouts.
- Client Support: Processed and resolved customer complaints.

## SKILLS & SOFTWARE

- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- CSS
- HTML
- InDesign
- Dreamweaver
- Javascript
- JQuery
- SQL
- MySQL

## EDUCATION

- Various Motion Graphic courses (After Effects/Premiere Pro) at **NYU** and **KalikaFX**
- Certificate in Web Design I **Noble Desktop LLC**
- Graphic design courses at **School of Visual Arts, Parsons School of Design**: Art Direction, Typography, Magazine Design and Color Theory
- Postgraduate Certificate with Distinction, American Studies **Mount Holyoke College**
- BA, English & American Literature I **Tokyo Woman's Christian University**
- Continuing studies to keep up with the latest technology and design developments through online courses by **LinkedIn Learning** and **Noble Desktop LLC**

## RECENT COMPLETED CLASSES

- After Effects 1 and 2
- Cinematic Type (Motion Graphics)
- Illustrator for After Effects
- Google Analytics Essential Training
- Online Marketing Foundations
- SEO Foundations
- Building an Integrated Online Marketing Plan