

# MATTHEW KALAMIDAS

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For over 15 years, in the capacity of Graphic Designer and Art Director, I have acquired and refined the kind of design skills that make me an efficient multi-tasker who never compromises the intended concept or overall execution of a project.

Traditional and digital illustration, as well as fine art skills are an important part of my repertoire. A strong working knowledge of pre-press preparation and output, and design industry programs further rounds out my abilities. The proven ability to lead and inspire a team is a crucial factor in the combination of these skills and knowledge, resulting in creative and unique solutions.

## PROFESSIONAL EXPERIENCE

### STONEHOUSE CREATIVE, INC.

CREATIVE DIRECTOR, PRINCIPLE: 2014-PRESENT

- Consulted for Simon & Schuster's new science fiction and fantasy imprint, SAGA Press and attracted and established illustrator relationships
- Provide a variety of design services (branding, identity, print collateral, packaging, website etc.) to a diverse group of clients including institutions, restaurants, manufacturing, and publishing

### BOOKSPAN/DIRECT BRANDS, INC. NEW YORK, NY

Formerly Bertelsmann Direct North America, New York, NY; Bookspan, Inc. Garden City, NY (a Bertelsmann Time-Warner partnership); Doubleday Direct, Inc. Garden City, NY

A leading international direct marketing publishing organization home to household name brands Doubleday Book Club, Book of the Month Club, and The Science Fiction Book Club as well as a number of special interest and lifestyle book clubs. The company serves millions of members in the U.S. and Canada through its various club catalogs and online.

MANAGING SENIOR ART DIRECTOR: 2007—2014

SENIOR ART DIRECTOR: October 2000—November 2007

ART DIRECTOR: May 1999—October 2000

GRAPHIC ARTIST: October 1997—May 1999

- Provide creative direction for the design and production of book club member promotions
- Supervise and direct a team of designers and production staff
- Review and approval of all work to maintain strong brand identity
- Lead teams through redesign projects
- Design original book jackets for The Science Fiction Book Club, The Children's Book of the Month Club, The Military Book Club, General Interest titles and for many other book clubs
- Responsible for the research, hiring and art direction of illustrators

## EDUCATION

### SUNY Farmingdale, Melville, NY

Bachelor's Degree  
Program in Applied  
Science  
(Visual Communications)

Associate's Degree  
in Applied Science  
(Advertising Art & Design)

### Fiorillo H. LaGuardia High School of Music and Art & The Performing Arts, New York, NY

Fine Arts Major

## SKILLS

Creative Direction  
Art Direction & Design  
Branding & Identity  
Concept Development  
Digital Marketing  
Adobe Creative Suite  
QuarkXpress  
Dreamweaver  
CSS/HTML  
Wordpress/Blogger/  
Tumblr  
Facebook/Twitter  
Event Planning

## PROFESSIONAL EXPERIENCE (cont'd)

### BOOKSPAN/DIRECT BRANDS, INC. NEW YORK, NY (CONT'D)

- Conduct performance reviews, hiring interviews, employment decisions
- Organize and implement workflow, schedule and process for book jacket design and production through internal departments as well as outside illustrators and vendors
- Launched a Science Fiction genre based community blog:  
[www.vorpalizer.com](http://www.vorpalizer.com)
- Planned the Science Fiction Book Club's presence at New York Comic Con 2013. Planning Included the design of all promotional materials and booth appearance as well arrangement of all author/artist/guest appearances.
- Management of all social media for the SFBC and Vorpalizer.com

### BERNARD HODES ADVERTISING, MELVILLE, NY

GRAPHIC DESIGNER : May 1997-September 1997

- Designed recruitment advertising materials including Recruitment Fair materials
- Managed work efficiently in a fast-paced environment

### STEVE'S ADVERTISING ART, INC. NEW YORK, NY

GRAPHIC DESIGNER: October 1996—April 1997

- Designed and produced Compact Disc packages
- Clients included RCA Classical/Jazz/Soundtracks, PolyGram

## AWARDS/ ACTIVITIES

### Distinguished Merit

3x3 Magazine Children's Show No. 9: Book Covers

### Illustration Curriculum Advisory Committee

SUNY F.I.T.

Illustration Department

### Regular Visiting Art Director

SmART School

[smarterartschool.com](http://smarterartschool.com)

### Guest Speaker/Faculty

Illustration Master Class

[illustrationmasterclass.com](http://illustrationmasterclass.com)

### Lecturer/Participant

IlluXCon 2014

[www.illuxcon.com](http://www.illuxcon.com)

### Member of the

Society of Illustrators NYC

**My goal when collaborating with an artist is to ensure that the work being produced is the one the artist wants to paint. My role is to carefully balance marketing and editorial concerns without compromising the integrity of the art. I strive to ensure that the needs of the project are met while also ensuring that the artist ends up with a portfolio piece they can be proud of. This results in a fantastic painting, and the basis of a successful project.**

"Working with Matthew Kalamidas is an excellent example of why I love my job as a freelance artist. He is an art director who truly understands the 'angst' of the artist and through that knowledge supports his illustrators as they push new boundaries. It is a joy to work with Matthew and I look forward to every collaboration with him."

—DONATO GIANCOLA, illustrator

"Matthew Kalamidas is an art director that knows how to get the best out of his artists. His ability to juggle editorial, marketing, and artistic vision is remarkable. Matthew understands that good art direction comes from being a great communicator, guide, translator, mentor, and leader. I have created my best works through our collaborations together and can say without a doubt that working with Matthew Kalamidas has made me a much better artist."

—DOMINICK SAPONARO, illustrator