AMY MATHIS

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SUMMARY

Art & Design ♦ Education ♦ Marketing Strategies

Understanding brand management and visual communication is integral to my work in promotional design. I have successfully collaborated with a range of clients and ensured that every last detail reflects my team's mission and vision, enhancing their overall visibility and engagement. My mission is geared towards the advancement of aesthetics in functional applications.

- Video Editing & Projections
- Website & App Design
- Social Media Management
- Midjourney & Chat GBT
- 2D, 3D Art Creation
- Working Knowledge of Motion Graphics
- Newsletter Mass e-Mailings
- Performance Art Production Management
- Public Speaking Presentations
- Adobe Illustrator, InDesign, Photoshop
- Sound Editing Software

EXPERIENCE

Adjunct Professor **2021-2023**
Union College of Union County, Elizabeth, NJ
Taught Introduction to *Graphic Design, Foundations of 2-Dimensional Design*, and *Appreciation of Art* to first and second-year students.

- For the Introduction to Graphic Design courses, I taught Adobe Illustrator, InDesign, and Photoshop. Many of the students made magnificent projects (samples upon request) and transferred onto 4-year colleges with strong portfolios. We also discussed the tenets of design theory and the careers of notable graphic designers like Eddie Opara, Paula Scher, and Stefan Sagmeister.

- For Appreciation of Art, I taught lessons from the Cengage textbook both in-person and remotely. The course was part art history and part art criticism. We did a deep dive on Clement Greenberg and focused on the Symbolist Movement. Students learned how to interpret all forms of art, from paintings to happenings.

Director of Marketing & Business Development **2016-Present**
HYDRAGRAPHIX.NET

A start-up graphic design, digital art, and video editing studio that caters to creatives. Clients include:

- Martin Bisi–Grammy award-winning music producer of Herbie Hancock, Sonic Youth, and Swans, amongst many jazz musicians. I have been making posters for his rock band and wearable designs for his environmental non-profit, *Voice of Gowanus*. The shirts helped the organization raise over a thousand dollars. One of the posters I made was for a fundraiser he held, which raised a lot of money for political actions. One of the major bands featured at the event was the eminent *Yo La Tengo*. All of the bands signed my copy. The link above is an article written about a music video I made for his band.

- Diverse Universe Performance Festival–Estonian artist collective of Al Paldrok and Taje Tross. Part interventionist theater troupe, part highly-trained printmaking guild. I helped augment their presence in the United States, Mexico and Latin America with on-site assistance and email marketing. Together, we went to Kentucky and met with Ron Whitehead, who worked closely with Hunter S. Thompson and Johnny Depp. The link above is an interview written about the Diverse Universe activist organization by a close contact of mine.

KEY ACHIEVEMENTS

Reach Growth: I created a collaborative, multimedia platform, called Wild Torus (2012-2019), that resulted in a plethora of design materials, including posters, cards, large format signs, and digital content. The final products integrated typographic, photographic, and illustrative elements, which were highly compelling and aligned with the brand's identity. My ongoing alias for this project is Mág Ne Tá Z'air.

PRESS RELEASE

Project Achievements: Wild Torus (WT) was invited on a fully-paid trip to China to perform at a Mercedes-Benz dealership in Wenzhou. My partner and I held a print exhibition at the dealership and inside an on-site Gucci store. WT received funding to perform and exhibit in Scandinavia and Eastern Europe. My partner and I were invited to Hollywood and performed for the celebrity judges of *America's Got Talent*. WT opened a music venue in Brooklyn that was featured in *New York Magazine*. My partner and I designed 5 live/work spaces. One was a laundromat that was featured in the *New York Post* and another was a duplex that was featured in the Amazon series, *Mr. Robot*.

EDUCATION, ACCREDITATION, & AWARDS

Peekskill Official Artist Certification, 2024
New York Foundation for the Arts Emergency Artist Grant, 2023
Anti-Social Music Tiny Fund Award Recipient, 2022
City Artist Corp Grant Recipient, 2021

BA in Studio Art, Art History Minor, Latin American and Iberian Studies Minor, Arts Management Concentration, *magna cum laude*, University of Richmond, VA 2010

MFA in New Forms with Museum Studies Concentration, Pratt Institute, NY 2013
Visiting Artist Lecture Series Co-Coordinator