

MATTHEW CAVAZOS

Creative Director & Multi-Disciplinary Designer

Beeville, TX | 210-725-6288

Email: magik@themagikmedia.com

Available for Remote Work

THE PROFILE

Strategic Creative Director with 10+ years of experience leading Magik Media.

Recognized member of the City of San Antonio Department of Arts & Culture for 7 years.

Specializing in high-end brand kits, UI/UX architecture, and professional streetwear photography.

Expert in blending urban aesthetics with commercial standards to build strong brand authority.

AWARDS & REGISTRY

- Registered Artist (7 Years) — City of San Antonio Arts & Culture
- Top 5 Finalist — Pizza Patron Box Design Challenge
- Industry Recognition — Kiolbassa Smoked Meats Commercial Project

PROFESSIONAL EXPERIENCE

Creative Director — Magik Media (Freelance)

2016 – Present

- Lead end-to-end creative direction for streetwear brands
- Build high-conversion brand kits and visual identity systems
- Help local businesses establish consistent branding across print & digital
- Design production-ready apparel with custom branding & barcode systems
- Create high-fidelity 3D mockups and optimize workflows using AI tools

Graphic Design Associate — San Antonio College Design Studio

- Delivered high-impact marketing collateral and visual guidelines
- Designed a magazine advertising concept for Kiolbassa Smoked Meats
- received direct recognition from brand leadership

TECHNICAL EXPERTISE

- Brand Identity
- UI/UX Design
- Product Photography
- 3D & Digital Mockups
- Social Media Strategy
- AI Workflow
- Apparel Tech Packs
- Barcode Systems

EDUCATION

San Antonio College

AAS, Communication Design

2018 – 2020