Do what you like, like what you do

Emory University student Matt Cone was encouraged by his parents to pursue creative endeavors including drawing and graphic design. What started as a hobby grew into a passion during Cone’s undergraduate education when he realized that, for him, creating art that was uniquely his brought value to the world and made a lasting impression. Cone is now interested in turning graphic design into a profitable career.

“I found that I liked working in digital art and that I was good at it. Not many other people have the same design skills, and I realized I could build myself a niche that would set me apart from other job candidates,” Cone says. “Since then, my passion has been fueled by the pursuit of a purpose in life.”

With a personal tag line of “create good art,” Cone’s graphic design skills continue to grow making him a sought after asset for work on campus and his passion shows through in his professional-level designs. A prolific user of Adobe Photoshop® and Adobe InDesign®, Cone uses these and other tools in Adobe Creative Suite® to make posters, brochures, reports, and other projects for Emory’s Rollins School of Public Health, where he is enrolled.
Impressions count

Cone believes good art and design leave a valuable, lasting impression. His conviction is so strong that he tattooed his arm with an ambigram of the word "Create" that he designed using Adobe Creative Suite software. A time-lapse video that shows Cone making the "Create" ambigram garnered Cone his first design award as a top 10 finalist in the third period of the Adobe Imagination Challenge for college students.

"Ambigrams are words that can be read both right-side-up and upside-down," Cone says. "I've developed a talent for designing these in recent years. The process for me is straightforward—sketch a number of ideas on paper until something works, photograph it, upload it to Adobe Illustrator®, and trace it with the Pen tool until it's perfect!"

The freelance work at Rollins has whetted Cone's appetite for more creative career opportunities. Having recently finished a video for a series called Life Behind the Research at Rollins—filmed and edited using Adobe Premiere® Pro and Adobe Audition®—Cone was offered a temporary position at the school to create more Life Behind the Research videos.

He's also seeking jobs in health marketing as a designer or art director, confident that Adobe software gives him an edge in consulting on all facets of a campaign. "Using Adobe Creative software gives me endless possibilities to extend my creative abilities," he says.

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