

Nathan Matt

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Senior Graphic Designer

A versatile designer with over seven years of experience in visual identity and art direction, delivering compelling digital and print designs for brands, nonprofits, and progressive organizations. Recognized for thriving in fast-paced, collaborative environments, with a commitment to creating seamless user experiences that build trust and drive engagement. Highly organized, detail-oriented, and efficient, with strong problem-solving skills and a proven ability to adapt quickly to challenges.

WORK EXPERIENCE

TrueSense Marketing • January 2025-Present

Sr. Digital Designer

- Lead all digital design initiatives for national nonprofit clients, guiding creative direction across web, email, and digital campaigns
- Partner with strategy, content, and development teams to translate fundraising goals into compelling digital experiences

Branch Insurance • November 2021-October 2024

Lead Designer

- Conceptualized, developed, and led the production of brand-consistent content to engage B2C and B2B audiences across marketing and product channels, resulting in a click-through rate improvement of over 35%
- Spearheaded the development of a unified design system across four email platforms, consolidating cross-functional teams into a single tool to streamline workflows and ensure consistent branding
- Coached and mentored production designers and design interns on brand tone, guidelines, and creative processes

Terry McAuliffe for Virginia • March 2021-November 2021

POLITICAL CAMPAIGN, FIXED-TERM

Senior Graphic Designer

- Led the design of email, organic and paid media, and web graphics to advance fundraising and messaging priorities, resulting in more than \$5 million raised and a 30% increase in donor engagement
- Led design and production management for highly competitive gubernatorial campaign field organization and GOTV print materials

Priorities USA • April 2020-December 2020

POLITICAL CAMPAIGN, FIXED-TERM

Senior Graphic Designer

- Led art direction and design for multi-million-dollar paid media programs for Senate races nationwide, contributing to campaigns that raised over \$50 million and reached millions of voters
- Designed static and animated graphics for presidential PAC work, producing over 200 assets monthly, driving engagement rates that exceeded industry benchmarks by 25%

Pete For America • September 2019–March 2020 **POLITICAL CAMPAIGN, FIXED-TERM**

Graphic Designer

- Led all design and art direction for major presidential candidate paid media programs, contributing to more than \$10 million raised and increasing ad engagement by 40%
- Translated complex design briefs into digestible content, perfect for social media, commonly communicated strategies, such as charts, graphs, and infographics through visually engaging

Zupan's Markets • March 2018–September 2019

Graphic Designer

- Led the design of hundreds of print and environmental pieces to improve wayfinding and the overall in-store experience for customers, demonstrating adaptability and creativity to meet changing design needs while maintaining brand consistency
- Established and fostered strong relationships with vendors and freelancers, using strong communication skills to ensure timely, high-quality results

SOFTWARE

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Figma
- HTML/ CSS
- Microsoft Office

PLATFORMS

- Asana Software
- Customer.io
- GitHub
- HubSpot Software
- Iterable
- Mailchimp
- Midjourney
- Prismic
- WordPress

SKILLS

- Affiliate Marketing
- Agile Framework
- Art Direction
- B2B Marketing
- Brand Identity
- Infographics
- Marketing Campaigns
- Organic & Paid Media
- Print & Digital Design
- Social Media
- Typography
- UX Design

EDUCATION

Bachelors Of Fine Arts in Graphic Design

Northwest Missouri State University • Maryville, MO, USA