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Hey there,
I'M NATHAN MATT

nathanmatt.com   nathanrmatt@gmail.com   402.536.9203

I do digital + print design, visual identity, and art direction for brands, non-profits, and progressive organizations.

SKILLS

Agile Framework
Art Direction
Organic & Paid Media
Performance Marketing
Print & Digital Design
Project Management
Typography
UX Design
Visual Identity

SOFTWARE

Adobe AfterEffects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Figma
HTML/CSS

PLATFORMS

Asana
Customer.io
GitHub
Hubspot
Iterable
Mailchimp
Midjourney
Prismic
WordPress

EDUCATION

Bachelors of Fine Arts, Graphic Design

Northwest Missouri State Univ.
Maryville, MO

EXPERIENCE

Senior Designer
Branch Insurance
December 2021 – Present

— Conceptualize, develop, lead, and produce brand-consistent content to captivate both B2C and B2B audiences across marketing and product settings, email campaigns, performance marketing, content pieces, and purchasing flows

— Led the creation of new design systems across 4 ESPs, eventually integrating all cross-functional teams into 1 tool and working directly with developers on implementation

— Manage and prioritize intake of design requests, from stakeholders all across the company, working on multiple requests at once

— Coach and mentor production designers and design interns on brand tone, guidelines, and creative processes

Senior Designer
Terry McAuliffe for Virginia
March 2021 – November 2021

— Led the design of email, paid and social media, and web graphics to help advance fundraising and messaging priorities, resulting in millions raised

— Led design and production management for highly competitive gubernatorial campaign field organization and GOTV print materials

Senior Designer
Priorities USA
April 2020 – December 2020

— Led art direction and design for multi-million dollar paid media programs for Senate races all across the country

— Designed static and animated graphics for presidential PAC work, producing hundreds of assets every month

Senior Designer
Pete for America
September 2019 – March 2020

— Led all design and art direction for major presidential candidate paid media programs, resulting in more than $5 million raised

— Translated complex design briefs into digestible content, perfect for social media, commonly communicated strategies, such as charts, graphs, and infographics through visually engaging

Graphic Designer
Zupan's Markets
March 2018 – September 2019

— Led design of hundreds of print and environmental pieces to improve wayfinding and the overall in-store experience for the customer

— Established and fostered relationships with vendors and freelance resources