

Matt Willard / Visual Designer

Designing experiences, brands, learning, and teaching.

CONTACT

415.728.6092

hello@mattwillard.com

EXPERIENCE

Freelance Designer

March 2020 – Present

- Work with clients to develop and extend their brands and engage with customers for print and web

Visual Designer

Direggio Advertising / August 2018 – March 2020

- Designed brand identities and systems deployed across multiple platforms with a focus on customer experience and brand consistency
- Created digital experiences through UI/UX design in the form of websites and email campaigns
- Conceptualized and created designs and prototypes for RFPs
- Energized Citibank's brand by designing event campaigns
- Led brainstorming for concept development

Junior Designer

Gartner / September 2017 – March 2018

- Worked with lead designers on implementing art direction for event branding
- Designed sub brands and support marketing materials to generate awareness
- Produced digital assets for emails and social media

Junior Designer

Ingenuity Design / January 2016 – September 2017

- Increased new business by 375% with Columbia University by creating a great client experience
- Illustrated storyboards for motion projects
- Designed engaging data visualization material for eBay

WHAT PEOPLE ARE SAYING

"Matt is a talented designer with a great work ethic, positive attitude and a drive for excellence. I worked with Matt at Gartner. Whether we were working on a small tactical job or something of strategic importance, I could always count on his enthusiasm and attention to detail. Matt would be a great addition to any design team."

– Chris Beesley / Associate Art Director, Gartner

SKILLS

Brand Development

UI/UX Design

Visual Design

Sketching / Illustration

Wireframing / Prototyping

Storyboarding

HTML / CSS

Accessibility Design

SOFTWARE

Figma / Sketch

Adobe CC

Zeplin

Procreate

Powerpoint / Keynote

Google Docs

EDUCATION

Coursera

Google UX Design

Professional Certificate / In Progress

Norwalk Community College

A.S., Graphic Design / 2015

A.A.S., Web Design / 2015

PASSIONS & INTERESTS

Former Tennis Trainer

LEGO Lover

Ragnar Runner

DIY Daredevil

Two-Wheel Warrior