

MATT ROBERTSON

DESIGN DIRECTOR

mcrobertson.com
robertsonmtthw@gmail.com
773.590.0024

WORK EXPERIENCE

AUGUST JACKSON | JULY, 2019–CURRENT

Senior Design Director | Chicago, Illinois

- Provide art direction and design strategy for the annual National Meeting for one of the top-five global pharmaceutical companies, along with the ongoing enhancement of their yearly communications. This client stands as the agency's leading account.
- Responsibilities included overseeing the visual aspects of corporate and higher education events, encompassing branding, website development attendee journey, production, and various design materials.
- In the position of design lead, a pivotal role was played in a high-stakes pitch, resulting in the acquisition of two prestigious clients and making a substantial contribution to the agency's growth.

IDEAS UNITED | MAY, 2018–JULY, 2019

Senior Graphic Designer | Atlanta, Georgia

- Conceptualized and crafted the design for the 2018 and 2019 Campus Movie Fest student film festival in collaboration with industry giants Prime Video and The Walt Disney Company.
- Crafted a creative strategy for Lehigh University's Go! Campaign launch event, involving scenic design, site activation, attendee journeys, and social media posts.
- Spearheaded the concept and development of the visual identity, including branding and website design, for the 2019 Emory Goizueta Business School Centennial Gala.

COKE STUDIOS | MARCH, 2018–MAY, 2018

Graphic Designer | Atlanta, Georgia

- Ideated and designed marketing campaign materials for the Coca-Cola 2018 Special Olympics partnership.
- Created event branding for the 2018 Coca-Cola National Food Service On-Premise (NFSOP) Growth Summit.
- Designed large format graphics for the 2018 Share a Coke campaign at the Coca-Cola headquarters campus.

ACCENTURE INTERACTIVE | JULY, 2017–MARCH, 2018

Graphic Designer | Atlanta, Georgia

- Developed persuasive pitch presentations tailored for consultants, utilizing expertise to transform complex content into easily understandable visuals that engage and win over clients.
- Played a key part in securing a remarkable \$200 million account, showcasing the effectiveness of our strategy and collaboration.

BRIGHTHOUSE A BCG COMPANY | MAY, 2016–JULY, 2017

Graphic Designer | Atlanta, Georgia

- In the role of an in-house studio artist, leadership was provided in developing a new identity, presentation design, and brand standards for BrightHouse following its merger with BCG.
- Crafted designs for the innovative BrightHouse campus, including an interactive history exhibit, captivating illustrated murals, and various engaging campus activations.

JAMESTOWN LLC | MAY, 2014–MAY, 2016

Graphic Designer | Atlanta, Georgia

- Designed and conducted advertising campaigns for iconic properties like Chelsea Market in New York City and Ghirardelli Square in San Francisco.
- Oversaw the design of annual reports and investor communications for the Jamestown Premier investment fund.

EDUCATION

Savannah College of Art and Design
2008–2011 | Bachelor of Fine Arts
Graphic Design

Guilford Technical Community College
2006–2008 | Associate of Fine Arts
Graphic Design and Photography

SKILLS

- Identity Development and Branding
- Presentation Design
- UX/UI Design and Prototyping
- Generative AI
- Large Format Graphics
- Exhibition Design
- HTML, CSS, Javascript
- Illustration and Print Making
- Motion Graphics

SOFTWARE

- Adobe Creative Cloud 2022 (InDesign, Illustrator, Photoshop Beta, After Effects, XD)
- MidJourney
- Figma
- Sketch
- InVision Studio
- Brackets
- PowerPoint
- Keynote

AFFILIATIONS

- AIGA Chicago | 2023
- Society of Typographic Aficionados | 2023

PUBLICATIONS

"The Right Paper," Against the Grain,
Neenah Paper, 2019