



MATT MCNEELY

GRAPHIC DESIGNER

PROFILE

Passionate and multi-talented graphic designer bringing innovation and creativity together to deliver eye-catching visual designs that produce tangible results. Experienced in print, digital, web, and social media design. Dynamic team player with exceptional interpersonal skills who is accustomed to working in deadline driven and team centric environments.

WORK EXPERIENCE

2019-2020

November to Current

FREELANCE GRAPHIC DESIGNER

Ahmed Healthcare Systems | Houston, Texas

Utilized InDesign to layout patient medical forms increasing accuracy of hospital records. Collaborated with copywriter to design social media content, driving more traffic to their pages. Conceptualized and designed wire-frames and mock-ups for the primary and satellite locations websites.

Allegiance Medical Group | Houston, Texas

Re-imagined the company brand identity, which included a redesign of the logo and layout of the branding guidelines.

Savage Motorsports | Houston, Texas

Developed company brand identity, designing the logo, laying out the brand guidelines, and business cards.

2019

August

JUNIOR GRAPHIC DESIGNER

Champion Energy Services | Houston, Texas

Designed info-graphics highlighting company growth and accomplishments. Utilized AB testing to measure effectiveness of web banners and templates, refining designs to better appease clientele. Tackled customer acquisition by creating and implementing pop-up advertisements on the company site.

2018-2019

May to January

GRAPHIC DESIGN INTERN

United Way Of Greater Lafayette | Lafayette, IN

Learned time management, office relation, and team building skills, building relationships with senior staff and production vendors. Managed social media content, expanding community outreach. Restructured brand identity to mirror national branch, unifying visual marketing strategies of the in-house departments.

EDUCATION

2015-2019

VISUAL COMMUNICATIONS DESIGN

Purdue University | West Lafayette, Indiana

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premier
- Adobe XD
- Wordpress
- HTML5
- Sales-force
- PowerPoint
- Microsoft Word

CONTACT

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INTEREST

Cooking, running, and designing personal side projects