



MATTHEW GRUBER | *Graphic Designer*

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MI 349 One-Pager

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### SHORT ELEVATOR PITCH

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An online portfolio website, showcasing various graphic design projects by Matthew Gruber.

### LONG ELEVATOR PITCH

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MatthewTGruber.com will focus on sharing various graphic design projects and samples from Matthew Gruber, with an emphasis on highlighting successful freelance projects. The site will also be the primary outlet in which Matthew Gruber reaches new potential clients for freelance work. Matthew hopes this will eventually lead to a full-time graphic design job in Chicago.

### PERSONAS



#### **Zack the Student**

College student who needs a brochure made for the organization he belongs to.



#### **Jake the Founder**

Recently founded a startup, needs an affordable logo for his business.



#### **Katie the Recruiter**

Company recruiter that is searching for new talent for her company.