



MATTHEW GRUBER | *Graphic Designer*

MI 349 One-Pager

SHORT ELEVATOR PITCH

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

LONG ELEVATOR PITCH

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.

COMPS



UltraLinux



Despreneur



99 designs