



Matt McDonald

Designer • Illustrator • Code Nerd

📞 703.899.5759

@ mcdonamj087@gmail.com

🌐 mattmcdonaldsdesign.com

📁 Experience

9/2017
4/2020 **Visual Designer & Front-End Developer | OutboundEngine — Austin, TX**
My roles at OutboundEngine have been diverse & highly impactful on the business. Starting in marketing, I fully redesigned and developed the company's corporate website, leveraging modern web technologies to increase overall company MRR by 15% in one year. I designed & developed the company's first ecommerce solution for the marketing site, & wrote the front-end for it's first ever freemium offering. I am now leading visual design in product, collaborating with UX to optimize adoption and engagement of the company's mobile and web applications.

6/2014
-9/2017 **Lead Designer | Scrypt, Inc. — Austin, TX**
As sole in-house designer, I produced day-to-day marketing materials, oversaw long-term projects, and managed the overall company brand. I did everything from print collateral, online ads, infographics, posters, and large-scale trade show booths, to web, product UI design, responsive email templates, AE motion graphics and video editing. When deadlines were tight, I outsourced other designers to help our team get the job done.

2/2013
-3/2014 **UI Designer | Pinger Inc. — San Jose, CA**
Responsible for the development of innovative user experiences, interface designs, visual designs, typography, and UI content for mobile, desktop, and other interactive media.

🎓 Education

BFA in Graphic Design
James Madison University — Harrisonburg, VA

❖ Recent Works

mytechnologists.com - designed / coded in Gatsby React
thedonut.co - designed full brand / coded custom WP theme
outboundengine.com - designed & coded website
rswalsh.com - designed / coded custom WP theme
frondaustin.com - coded fully custom shopify theme
tipyo.net - designed full brand, designed / coded website
codefresh.io - coded homepage

✈ Tools of the Trade

Design Sketch/Figma, Adobe CC — Particular strengths in Illustrator, Photoshop, InDesign, & XD. Procreate for iPad

Ideation, Testing, & Prototyping Balsamiq, Userlytics, InVision, Flinto, Principle, Framer, Litmus

Motion Graphics & Video After Effects, Premiere, Media Encoder, Camtasia, Maya

Dev Stack: HTML, CSS/SASS, vanilla Javascript, NodeJS, React MongoDB, PHP, Liquid, Gatsby, Wordpress, Git/Github, Gulp, VSCode

Marketing Tools Mailchimp, Marketo, CampaignMonitor, ActiveCampaign (extensive experience coding email templates for campaigns in these platforms). Google Analytics / GTM (certified & seasoned!) Zapier, Drift, Zuora, Salesforce, Shopify

★ Career Traits

Holistic Designer

Design should be treated as a living organism, guided by the environment it lives in as a whole.

User-Focused

I pay close attention to the user's needs and pain points. I design with empathy. Launch, learn & iterate.

Responsive

I adapt quickly to fast-paced and dynamic environments, modifying my workflow and process to meet expectations.

Don't Repeat Yourself

A principle I apply to my code and design systems.

Proactive Evolution

Curiosity and a desire to learn constantly broadens my skill set, enabling me to wear many hats at once.

Radically Open-minded

While I have my own opinions, I believe my ability to hear those around me and remain open to challenging my assertions enables me to harvest the best possible outcomes. Ego is the enemy of success.

Bold, yet practical

I know when to push the boundaries vs. when to embrace simplicity to meet multiple deadlines.

Get in touch!

mattmcdonaldsdesign.com