Matthew Alexander

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**EXPERIENCE**

**Freelance Product Designer and Digital Media** **Specialist**

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| Philadelphia, PA | Jan 2020 - Present |

* Developed and designed several WordPress and React websites for entities around Philadelphia, ranging from individuals to small businesses and research groups.
* Created engaging and informative graphic design, digital art, and illustration to enhance the overall visual appeal of these websites.
* Demonstrated expertise in web design, with a focus on creating user-friendly interfaces that improve the user experience and drive engagement.
* Designed video and motion graphics, producing high-quality content that effectively communicates key messages.
* Worked collaboratively with clients to understand their specific needs and goals, and delivering solutions that exceed expectations.

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| **Finance of America Companies** | Conshohocken, PA |
| **CRM Specialist I** | Jan 2021 – Jan 2022 |

* Proficiently coded design documents in HTML for TotalExpert's marketing collateral platform, ensuring high-quality and visually appealing content.
* Managed, assigned, and scheduled hundreds of emails, social media posts, and print pieces, contributing to the successful execution of numerous campaigns.
* Conducted archival of thousands of old pieces to declutter the company's collateral database, streamlining access to current content..
* Contributed to the development of complex email Journeys that were used by hundreds of Loan Officers across the country, driving engagement and sales..
* Worked collaboratively with legal and compliance teams to edit and approve/deny custom content requests, ensuring compliance with regulatory requirements..
* Played a key role in training new team members, sharing knowledge and best practices to ensure they could contribute to the team's success.
* Demonstrated ability to manage tasks and responsibilities without a direct manager for over a month, showcasing self-reliance and adaptability.

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| **Our Recipe for Unity** | Easton, PA |
| **Web Designer / Developer, Content Marketer, and Art Director** | Jun 2016 – Dec 2019 |

* Contributed to the formulation of business concepts that brought a startup nonprofit to life, providing valuable insights and perspectives.
* Conducted extensive research on culture, cuisine, and nonprofits, gaining a deep understanding of the industry and identifying key opportunities for growth.
* Built the nonprofit's custom website in WordPress on a tight budget, ensuring a high-quality online presence despite limited resources.
* Designed, created, and posted core content and materials using Adobe PhotoShop, Illustrator, and InDesign, producing visually appealing and effective marketing collateral.
* Performed administrative tasks such as equipment management, interfacing with third parties, and organizing both physical and cloud-based documents, ensuring smooth day-to-day operations.
* Demonstrated strong project management skills, effectively managing multiple tasks and responsibilities to ensure timely delivery of key initiatives.
* Proactively identified areas for improvement and implemented solutions to streamline processes and enhance efficiency.

**EDUCATION**

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| Bachelor of Arts | Business and Marketing | French Minor | 2012 - 2016 |
| Arcadia Unversity | Graduated Summa Cum Laude June 2016 |

**TECHNICAL SKILLS**

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| **Web Design** | **Web Development** | **Graphic Design & Content Marketing** |
| * Responsive UI & UX * Information architecture * Accessible visual design * Mobile optimization   **Software**   * Figma * Balsamiq * Google Suite * Microsoft Office Suite | * Design to code pipeline translation * Usability Testing * Optimized & reactive code * Version control * Hosting * Process Monitoring   **Software / Stack**   * ReactJS * JavaScript * NodeJS/NPM * Socket.io * Docker * HTML5 * CSS3 / SASS * WordPress * Elementor * PM2 * Nginx * DigitalOcean * Google Analytics * Git | * Color theory * Typography * Image editing * Layout and composition   **Software**   * Adobe Photoshop * Adobe Illustrator * Adobe inDesign * Affinity Photo * Affinity Designer * Procreate * Vectornator |

**PROJECTS**

**mattalexander.github.io (not live yet sorry travis I know u were v excited)**

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| Interactive, ReactJS-based resume site |

* Designed and developed an interactive resume website using React
* Implemented a unique 'card game' interface for the website
* Showcased skills, experience, and projects through responsive UI and fluid UX
* Incorporated hand-sketched animations for a creative touch
* Enabled users to navigate through different resume sections like playing a card game
* Demonstrated attention to detail and understanding of modern recruiting processes
* Highlighted innovative web development skills and adaptability to new technologies

**clickbAIt**

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| A nonsensical, AI-powered game about writing the news with your friends |

* Multiplayer browser game written in ReactJS and socket.io
* Solo designed and developed the game's front-end, back-end, and graphics
* Currently playable on itch.io at <https://teleportustomars.itch.io/clickbait>
* Development took place between November 2022 and April 2023.

**joshwolper.github.io**

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| Responsive website design for a graphics researcher |

* Built in ReactJS
* Features responsive design and custom built components
* Deployed to GitHub pages

**mattalexander.gallery**

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| Personal Art Gallery Website |

* Built in WordPress
* Multi-page website for different clients
* Pages designed with Elementor
* Features my commissions and passion art projects, from digital paintings to videos made for huge academic conferences
* Implemented Google Analytics