

# Matt Stay

*I'm a multi-disciplinary designer,  
maker and visual thinker.*

mattstay.com  
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## EDUCATION

### Virginia Commonwealth University

Richmond, Virginia  
BFA in Graphic Design

May 2012

## SKILLS

Adobe Creative Suite  
Digital Brand Strategy  
Value Proposition Design  
Interaction Design  
Typography  
Photography  
HTML, CSS, Javascript  
Copywriting  
Illustration

## EXPERIENCE

### INM United

Richmond, Virginia  
Graphic Designer

Nov 2010 – Jun 2016

Working with the development team at INM United, leading interaction & creative execution for clients.

Designed native mobile and tablet apps, responsive web applications, micro-sites, landing pages, email templates and social campaigns.

Responsible for User Interaction Maps, Moodboards, Persona diagrams, and other strategic collateral.

Led design for intensive 5 day product design sprints. Helped increase new visitor conversions by 40% for luxury men's brand, Ledbury.

### Freelance Graphic Design

Richmond, Virginia  
Graphic Designer

Jan 2008 – current

Designed brand identities, online stores, and websites for small business and startups.

## HONORS & AWARDS

### RVA Hackathon Best Design Award

Mobelux  
For Pluna.io, the clean air plant calculator

April 2014

### iF Concept Design Award top 300

iF International Forum Design  
For Pluna.io, the clean air plant calculator

March 2014

### Work Published

A Graphic Design Student's Guide to  
Freelance: Practice Makes Perfect by Ben  
Hannam (page 113)

Fall 2013

### Silver Cannonball

Richmond Ad Club  
For James Madison's Montpelier Mobile  
Tour Application

Sep 2012

### Work Published

Typographic Design: Form and  
Communication 5th Edition by Rob Carter,  
Ben Day & Phillip Meggs (page 219)

Fall 2012

