

# Matt Stay

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

mattstay.com  
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## EDUCATION

**Virginia Commonwealth University** May 2012  
Richmond, Virginia  
BFA in Graphic Design

## EXPERIENCE

**INM United** Nov 2010 – current  
Richmond, Virginia  
Graphic Designer

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** Jan 2008 – current  
Richmond, Virginia  
Graphic Designer

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

## SKILLS

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

## HONORS & AWARDS

**RVA Hackathon Best Design Award** April 2014  
Mobelux  
For Pluna.io, the clean air plant calculator

**iF Concept Design Award top 300** March 2014  
iF International Forum Design  
For Pluna.io, the clean air plant calculator

**Work Published** Fall 2013  
A Graphic Design Student's Guide to  
Freelance: Practice Makes Perfect by Ben  
Hannam (page 113)

**Silver Cannonball** Sep 2012  
Richmond Ad Club  
For James Madison's Montpelier Mobile  
Tour Application

**Work Published** Fall 2012  
Typographic Design: Form and  
Communication 5th Edition by Rob Carter,  
Ben Day & Phillip Meggs (page 219)

