

# MATTHEW MORRISON

Designer

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[www.matthewmorrison.site/](http://www.matthewmorrison.site/)

## EMPLOYMENT

### Loyola University Chicago (February 2020 - Present)

#### Web Designer

- Wireframe, design and code responsive award-winning websites and digital experiences in collaboration with cross-functional and interdepartmental teams
- Contribute to the design and development of a UI library and design system to standardize site builds across the university
- Provide ongoing support, assistance, and mentorship for site administrators

### Bright Bright Great (August 2019 - February 2020)

#### Designer

- Conducted user research to build data-driven experiences and interactions
- Collaborated with development team to build accessible and award-winning responsive web experiences
- Created sitemaps, user flows, wireframes, and art direction for clients
- Designed collateral for print, digital, and social channels
- Assisted with the production and post production of client video content

### We Are Unlimited (June 2017 - August 2019)

#### Production Designer

- Designed over 200 promotional units for various McDonald's national campaigns and promotions including broadcast spots
- Contributed to the redesign of the McDonald's North American website to meet ADA compliance
- Created motion graphics and promotional posters in support of the company's diversity initiatives
- Collaborated with creative directors, art directors, and producers to create an array of design content for client use
- Designed social media collateral for a national ATT campaign that attracted potential donors and volunteers dedicated to bridging the digital divide

### Freelance Designer + Motion Graphics Artist (2015 - Present)

#### Freelance

- Developed brand identities and style guides for small businesses that led to an elevated brand awareness
- Created illustrations and motion graphics for Youtube content creators that led to more impressions

### WNBA/Chicago Sky (2014)

#### Video Production Intern

- Captured digital video by utilizing video cameras, lighting sets, green screens, and audio equipment
- Processed, cut and edited digital video from raw files, and used computer software to create finished pieces
- Assisted with design and production of video features for use in the stadium during games

## EDUCATION

### Film and Digital Media

#### Loyola University Chicago

Graduated with a Bachelors degree in Film and Digital Media with an Asian Studies minor

## SKILLS

Photoshop, Illustrator, After Effects, Premiere, Sketch, Figma, Invision, HTML + CSS, Sass, SCSS, Microsoft Office, Apple Keynote, Final Cut Pro, Davinci Resolve, Clip Studio Paint