Matthew Alexander

mattjalexander.dev | 267-393-3309 | mattalexander.portfolio@gmail.com | linkedin.com/in/mattalexander240

PROFESSIONAL SUMMARY

- Infinitely curious, forward-thinking **React** Designer and Developer with a record of visually striking solutions. Self-taught with the passion and ability to create anything with any level of software: can **wireframe** and **prototype** whether in **Adobe CC**, **Figma**, or **Balsamiq**; can create and **deploy** websites whether with **WordPress**, pre-existing templates, or **Javascript**. No matter the challenge, I employ skills both new and old to meet it.

EDUCATION

Arcadia University   Glenside, PA
Bachelor of Arts in Business, Marketing Concentration, French Minor, Summa Cum Laude   *Aug. 2012 – May 2016*

EXPERIENCE

Front-end Designer and Developer   Jan 2020 – Present
Self-employed   *Philadelphia, PA*

- Developed and designed full-stack **WordPress** and **React** pages for entities around Philadelphia, ranging from individuals to small businesses and research groups.
- Created dozens of custom, high-quality, unique **graphic designs** and **illustrations** with **Adobe Creative Suite** to create one-of-a-kind pages
- Placed a heavy emphasis on both front- and back-end **usability**, with repeat clients citing ease of maintenance

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

- Coded over 2 years' worth of **HTML** documents in **TotalExpert**'s marketing collateral backend, **building, assigning, and scheduling** hundreds of emails, social media posts, and print pieces, contributing to the successful execution of 20 unique FoA campaigns
- Helped develop **email Journeys** that were used by hundreds of Loan Officers across the country, increasing email engagement by an additional 20%
- Closed thousands of **ServiceNow** tickets for Loan Officers having issues with collateral and email templates

Web Developer and Art Director   June 2016 – Dec 2019
Our Recipe for Unity   *Easton, PA*

- Formulated core business concepts and **branding** that brought startup nonprofit to life
- Built the nonprofit's custom website in **WordPress** on a small budget, ensuring a high-quality online presence that garnered 1,000 pageviews in the website's first month alone
- Designed, created, and posted core content and materials using **Adobe PhotoShop, Illustrator, and InDesign,** producing visually appealing and effective marketing collateral that was downloaded thousands of times in the nonprofit's lifespan

PROJECTS

Current Portfolio | mattalexander.dev   Dec 2023 – Feb 2024

- Custom cityscape backgrounds designed with Procreate and **Adobe Creative Suite**, website prototyped in **Apple Keynote** and **Figma**
- Built with **Vite** and **ReactJS**; performance optimized with quadtrees and memoization enabling over 5 layers of detailed visual effects
- Styles and custom animations done with **SASS**, hosted on **Github Pages**

clickbAIt | itch.io   Oct 2022 – Mar 2023

- Prototyped with **Procreate**, **Vectornator**, **Apple Keynote**
- Built with **Create-React-App**, **ReactJS**, **NodeJS**, **ExpressJS**, Vanilla **CSS**, two AI-based **APIs**, **socket.io**, **PM2**, **Nginx**, **itch.io** and **DigitalOcean**
- Over a thousand unique users–an over 3% CTR–have enjoyed clickbAIt in the year since release, and the game has been added to dozens of users' collections

Commissioned Portfolio | joshwolper.github.io   Sep 2022 – Oct 2022
- Built and maintained with **Vite**, **ReactJS**, **SASS**, **GitHub Pages**
- Custom built components allow user to **performantly interact** with dozens of full-size images and gifs
- Launch of new site and custom marketing materials garnered client 5 job offers in a month

LoveSelf | teleportustomars.github.io/LoveSelf   Oct 2023
- Unique design features illustrations handmade with **Adobe CC** and **Procreate**
- Built with **Vite**, **ReactJS**, **SASS**
- Demo hosted on **GitHub Pages** while idea is on hiatus

SecondHome (in progress)   May 2023
- Social site for sharing virtual/video game homes and bases
- Will be a one-of-a-kind space for users to focus on and share their creativity in video games
- Being built with **Vite**, **ReactJS**, **SASS**, **MongoDB**, **NodeJS**, **Express**, **DigitalOcean**, release date TBD

Previous Portfolio | mattbookair.github.io/Portfolio   May 2023
- Handmade card and monster animations designed with **Procreate**, **Vectornator**, and **Apple Keynote**
- Built with **Vite**, **ReactJS**, hosted on **GitHub Pages**