

# Matthew Alexander

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## PROFESSIONAL SUMMARY

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- 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

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### Arcadia University

Glenside, PA

*Bachelor of Arts in Business, Marketing Concentration, French Minor, Summa Cum Laude*

*Aug. 2012 – May 2016*

## EXPERIENCE

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### 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

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### Current Portfolio | [mattalexander.dev](http://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**

### clickbAI | [itch.io](http://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 clickbAI in the year since release, and the game has been added to dozens of users' collections

**Commissioned Portfolio** | [joshwolper.github.io](https://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](https://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](https://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**