Matthew Alexander

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<https://www.linkedin.com/in/mattalexander240/>

<https://mattalexander.github.io/resume>

**EXPERIENCE**

**Freelance Product Designer and Digital Media** **Specialist**

Philadelphia, PA

Jan 2020 - Present

* Developed and designed several WordPress and React websites for entities around Philadelphia, ranging from individuals to small businesses and research groups.
* Created engaging and informative graphic design, digital art, and illustration to enhance the overall visual appeal of these websites.
* Demonstrated expertise in web design, with a focus on creating user-friendly interfaces that improve the user experience and drive engagement.
* Designed video and motion graphics, producing high-quality content that effectively communicates key messages.
* Worked collaboratively with clients to understand their specific needs and goals, and delivering solutions that exceed expectations.

**Finance of America Companies**

Conshohocken, PA

CRM Specialist I

Jan 2021 – Jan 2022

* Proficiently coded design documents in HTML for TotalExpert's marketing collateral platform, ensuring high-quality and visually appealing content.
* Managed, assigned, and scheduled hundreds of emails, social media posts, and print pieces, contributing to the successful execution of numerous campaigns.
* Conducted archival of thousands of old pieces to declutter the company's collateral database, streamlining access to current content.
* Contributed to the development of complex email Journeys that were used by hundreds of Loan Officers across the country, driving engagement and sales.
* Worked collaboratively with legal and compliance teams to edit and approve/deny custom content requests, ensuring compliance with regulatory requirements.
* Played a key role in training new team members, sharing knowledge and best practices to ensure they could contribute to the team's success.
* Demonstrated ability to manage tasks and responsibilities without a direct manager for over a month, showcasing self-reliance and adaptability.

**Our Recipe for Unity**

Easton, PA

Web Designer / Developer, Content Marketer, and Art Director

Jun 2016 – Dec 2019

* Contributed to the formulation of business concepts that brought a startup nonprofit to life, providing valuable insights and perspectives.
* Conducted extensive research on culture, cuisine, and nonprofits, gaining a deep understanding of the industry and identifying key opportunities for growth.
* Built the nonprofit's custom website in WordPress on a tight budget, ensuring a high-quality online presence despite limited resources.
* Designed, created, and posted core content and materials using Adobe PhotoShop, Illustrator, and InDesign, producing visually appealing and effective marketing collateral.
* Performed administrative tasks such as equipment management, interfacing with third parties, and organizing both physical and cloud-based documents, ensuring smooth day-to-day operations.
* Demonstrated strong project management skills, effectively managing multiple tasks and responsibilities to ensure timely delivery of key initiatives.
* Proactively identified areas for improvement and implemented solutions to streamline processes and enhance efficiency.

**EDUCATION**

Bachelor of Arts | Business and Marketing | French Minor

2012 - 2016

Arcadia University

Graduated Summa Cum Laude June 2016

**TECHNICAL SKILLS**

* Responsive UI & UX
* Information architecture
* Accessible visual design
* Mobile optimization
* Optimized & reactive code
* Version control
* Hosting
* Process Monitoring
* Color theory
* Typography
* Image editing
* Layout and composition

**Software / Stack**

* Figma
* Google Suite
* Microsoft Office Suite
* Design to code pipeline translation
* Usability Testing
* ReactJS
* JavaScript
* NodeJS/NPM
* Socket.io
* Docker
* HTML5
* CSS3 / SASS
* WordPress
* Elementor
* PM2
* Nginx
* DigitalOcean
* Google Analytics
* Git
* Adobe Photoshop
* Adobe Illustrator
* Adobe inDesign
* Affinity Photo
* Affinity Designer
* Procreate
* Vectornator

**PROJECTS**

[**https://mattalexander.github.io/resume**](https://mattalexander.github.io/resume)

Interactive, ReactJS-based resume site

* Designed and developed an interactive resume website using React
* Implemented a unique 'card game' interface for the website
* Showcased skills, experience, and projects through responsive UI and fluid UX
* Incorporated hand-sketched animations for a creative touch
* Enabled users to navigate through different resume sections like playing a card game
* Demonstrated attention to detail and understanding of modern recruiting processes
* Highlighted innovative web development skills and adaptability to new technologies

**clickbAIt**

A nonsensical, AI-powered game about writing the news with your friends

* Multiplayer browser game written in ReactJS and socket.io
* Solo designed and developed the game's front-end, back-end, and graphics
* Currently playable on itch.io at <https://teleportustomars.itch.io/clickbait>
* Development took place between November 2022 and April 2023.

**joshwolper.github.io**

Responsive website design for a graphics researcher

* Built in ReactJS
* Features responsive design and custom built components
* Deployed to GitHub pages
* Live at [joshwolper.github.io](https://joshwolper.github.io/)

**mattalexander.gallery**

Personal Art Gallery Website

* Built in WordPress
* Multi-page website for different clients
* Pages designed with Elementor
* Features my commissions and passion art projects, from digital paintings to videos made for huge academic conferences
* Implemented Google Analytics