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matthew
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Art Direction & Branding

A 27-year-old self-taught multidisciplinary designer with more than five years of experience in the creative industry. He specializes in art direction, branding, posters, apparel, and vinyl design, bringing strong visual sensibility and a hands-on approach to each project. Driven by a deep love for art, music, and culture, he's passionate about helping clients and artists craft unique and authentic visual identities that stand out. Before transitioning into visual design, he built a career as a music producer, contributing to records that have collectively earned over 10 million streams. That experience shaped a creative approach rooted in rhythm, emotion, and structure—principles that now carry over into branding and visual storytelling. The creative instincts that guided music production now drives a design practice focused on creating work that feels both thoughtful and impactful.

Work Experience

Chooky Studios Graphic Design 2025 - Present	Collaborate with creative director to design event and tour posters, flyers, and promotional materials for music and cultural events. Created visually engaging graphics aligned with brand and client direction, maintaining consistency across digital and print formats.
Wav Warehouse Visual & Brand Designer 2023 - Present	Developed complete brand identity, including logo design and visual language. Designed promotional advertisements and digital marketing assets for music releases and platform growth. Created multiple album artworks tailored to genre and audience, maintaining brand consistency. Contributed to UI and web design for company website, focusing on clean user experience and brand cohesion.
Your Neighbors Visual & Brand Designer 2021 - Present	Designed branding and visual direction across all platforms, including album artworks, tour merchandise, social media assets, and promotional materials. Created a cohesive visual identity spanning digital and print to support national tours, releases, and event promotions. Produced and designed visuals for key tracks such as "RX," "Sideways," "Hallmarks," "Eggs," "50/50," "Polaroid," "Memo," "!!!," and more—collectively garnering over 10 million streams.
Various Clients Freelance Designer 2020 - Present	Delivered creative solutions for 15+ clients across music, product, and event design. Projects include brand identity, event flyers, merchandise, album art, pitch decks, and web assets. Adapted visual styles to diverse client needs, from underground artists to startup founders. Handled all aspects of the design workflow: discovery, creative direction, delivery, and revisions. Built a strong referral network through high-quality design and fast turnaround.

Education

Notre Dame College 2016 - 2018	Coursework in Graphic Design and Visual art.
Independent Study 2018 - Present	Developed skills in digital design through independent study and hands-on projects, continuously expanding expertise in art direction, branding, and visual storytelling.

Skills

Creative Leadership	Art direction, team collaboration, strategic vision
Design Expertise	Branding, visual storytelling, UI/UX design & assets
Technical Proficiency	Photoshop (Advanced), Illustrator (Intermediate), InDesign (Proficient), After Effects (Intermediate)
Communication	Client relations, project management, creative presentations