

# hello, i'm matt guay.

**multidisciplinary creative**  
**(603) 438 - 6762**  
**mdguay8@gmail.com**  
**mattguay.com**

## **know-how:**

Creative Suite  
Sketch & InVision  
HTML & CSS

JavaScript  
WordPress  
Shopify

## **aptitude:**

UX & UI Design  
Web Development  
Branding & Identity

Print Production  
Multimedia Design  
Marketing

## **education:**

**Johnson & Wales University**  
**Providence, RI**

**September 2016 - August 2019**

Bachelor of Science in Graphic Design & Digital Media  
GPA 4.00 | Dean's List | S.H.A.R.P. - Accelerated Degree Program Participant

## **experience:**

**Product Designer**

**March 2020 - Present**

FireTeam | Providence, RI

- Developed the creative for 6 direct-to-consumer marketing and social strategy projects, including advertising, brand building, and web development campaigns
- Collaborated with clients on organic social and e-commerce strategy to improve outcomes for product-market fit and scaling, resulting in an average of 6% to 10% increase in online conversion rates

**Freelance Creative**

**May 2018 - Present**

Climate Innovation Capital, Providence Resilience Partnership, Sok-It & 14 More

- Utilized development software in order to create user stories, site maps, wireframes, and digital prototypes that facilitate the front-end design and architecture of website builds
- Produced visual identities for organizations, supplying them with brand guidelines, product designs, packaging, infographics, posters, apparel, and other supporting peripherals

**Digital Designer**

**May 2019 - September 2020**

NAIL Communications | Providence, RI

- Led and supervised 7 web development initiatives, incorporating individualized web production skills and UX & UI design into a comprehensive project to be presented and shared with stakeholders
- Coordinated with cross-functional teams on an average of 5 advertising campaigns to produce marketing assets in the form of branding, print, and multimedia deliverables

**Innovation Lab Technician**

**September 2017 - May 2019**

Johnson & Wales University | Providence, RI

- Generated creative solutions to complex problems with 15-20 students and faculty members each day
- Demonstrated to students the proper procedures to utilize tools such as laser engravers, 3D printers, vinyl cutters, milling machines, and other workshop equipment

## **involvement:**

**Design, Build & Social Coordinator**

**September 2020 - Present**

PVD Community Fridge | Providence, RI

**Design Exhibit Showcase**

**December 2019**

Johnson & Wales University | Providence, RI  
[Faculty Choice Award](#)

**Reveal Senior Showcase**

**May 2019**

Johnson & Wales University | Providence, RI  
[Best Portfolio & Highest GPA Award Recipient](#)

**College Leadership Rhode Island**

**September 2018 - May 2019**

Leadership Rhode Island | Rhode Island