

Matt Newberry

Art Director & Graphic Designer



CONTACT

(478) 957-2332
mattnewberry24@gmail.com
mattnewberrydesigns.com
/in/mattnewberry24

EDUCATION

ELON UNIVERSITY MAY 2024

B.A. Communication Design
B.A. Spanish
GPA: 4.0

LA UNIVERSIDAD DE SEVILLA JAN - MAY 2023

Communication, New Media, & Journalism – Spanish Program with the Council on International Education and Exchange (CIEE)
◦ Successfully completed five courses taught entirely in Spanish and lived with a host family for four months in Seville, Spain

HONORS & AWARDS

AAF Best in Show – Cross-Platform Integrated Brand Identity MAR 2024
AAF Gold ADDY – Cross-Platform Integrated Brand Identity MAR 2024
Graphis New Talent Annual Honorable Mention MAR 2024
AEJMC VIM Fest Gold Award – Small School Multimedia MAR 2024
AEJMC VIM Fest Gold Award – Design MAR 2024
AEJMC VIM Fest Honorable Mention – Advertising MAR 2024
AEJMC VIM Fest Honorable Mention – Design MAR 2024
Phi Beta Kappa National Honor Society APR 2024
Elon University DuBois Legacy Scholarship APR 2023
Sigma Delta Pi National Hispanic Honor Society NOV 2022
Phi Kappa Phi National Honor Society APR 2022

SKILLS

Adobe Creative Suite

Illustrator, Photoshop, InDesign, XD, Premiere Pro, After Effects, Figma

Apple Programs

Final Cut Pro, Procreate, CapCut, Keynote, GarageBand

Google Suite

Docs, Slides, Sheets, Sites, Forms, Calendar, Drive

Microsoft Office Suite

Word, PowerPoint, OneDrive

Project Management

Slack, Zoom, Skilljar, Trello, Calendly, Dropbox

Social Media

Instagram, TikTok, Facebook, YouTube, etc.

Languages

Spanish (proficient), HTML (basic), CSS (basic), SAS (basic)

WORK EXPERIENCE

CREATIVE DIRECTOR JUN 2023 - JAN 2024

Live Oak Communications / Elon, NC

- Supervised a team of 12 designers through the production of 14 deliverables for various clients in Alamance County, such as print advertisements, merchandise, photo/videoshoots, and social media
- Facilitated professional growth through lessons on design work and public relations, weekly critiques, and meetings with clients
- Oversaw entire agency projects, as well as the struggles and successes of all teams through close collaboration with other leaders in Management

DIRECTOR OF CREATIVE PRODUCTION AUG 2022 - JAN 2023

Live Oak Communications / Elon, NC

- Spearheaded this new role (and team) by coordinating the production of client deliverables with a variety of local vendors
- Forged professional relationships with local contracting companies through work as a media buyer for specific client projects
- Established defined brand standards for each of the 7 clients at Live Oak and ensured they were maintained across all media platforms
- Packaged design solutions for client presentations and award submissions, while delegating tasks to a team of Production Designers and assessing their work through weekly critiques

CREATIVE CONTENT PRODUCER FEB - MAY 2022

Live Oak Communications / Elon, NC

- Contributed new ideas at weekly team meetings, provided and received constructive feedback on projects, and created many deliverable drafts for various clients through this fast-paced, award-winning, student-run advertising and PR agency

VISUAL DESIGN INTERN JUN - AUG 2022

Pendo.io / Raleigh, NC

- Transformed the internal training website with a complete redesign and restructure of Skilljar modules with an illustration library of over 100 thumbnail images, as well as a functional design templates for non-designers to replicate the work going forward
- Crafted a trendy t-shirt design for loyal customers and staff, as well as attention-grabbing animations in Photoshop and After Effects

SOCIAL MEDIA PROMOTIONS INTERN MAY 2019 - JUL 2020

Macon Little Theatre / Macon, GA

- Dramatically increased ticket sales by revamping the social media presence through persistent Facebook and Instagram content to promote current and upcoming productions, featuring entertaining videos with cast members and photos from performances