



Matthew Assell

Digital Designer

Education

Northern Illinois University

B.F.A. in Visual Communication
May 2014

Waubensee Community College

Associate in the Arts
May 2011

Proficiencies

Adobe Creative Suite
HTML/CSS
Wordpress
MS Office Suite
Sketch

Additional Skills

Motion Graphics/After Effects
Photography & Photo Retouching

Contact

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Experience

Digital Designer: Felt Bicycles

Irvine, CA
Jul 2014-Present

- + Strengthened the company's digital presence by designing and constructing microsites for product launches.
- + Redesigned the brand identity and company logo.
- + Helped to direct photo/video shoots.
- + Established timelines to ensure that assets were created and gathered from contributing departments.
- + Brought the creation of motion graphics in-house.

Intern: Rule29

Geneva, IL
Jun 2013-May 2014

- + Collaborated with the design team to come up with compelling digital and print solutions.
- + Worked with non-profit organizations to create semi-annual publications and annual reports.
- + Created brand identities for various new businesses.
- + Worked with print vendors during the production phase to ensure that standards were met.