



# Matthew Assell

## Digital Designer

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## Experience

### Jr. Art Director: Schiefer Chopshop

Irvine, CA  
Feb 2018-Sep 2018

- + Developed and delivered brand consistent assets for Boost Mobile, Prestone, Blackberry, and others across print, digital, and social channels.
- + Crafted and pitched concepts that led to the sign-on of new clients including Sylvania Automotive.
- + Provided art direction for multiple photo and video shoots.

### Digital Designer: Felt Bicycles

Irvine, CA  
Jul 2014-Feb 2018

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

### 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.

## Education

### Northern Illinois University

B.F.A. in Visual Communication  
May 2014

### Waubonsee Community College

Associate in the Arts  
May 2011

## Proficiencies

Adobe Creative Suite  
HTML/CSS  
Wordpress  
MS Office Suite  
Sketch

## Additional Skills

Art Direction  
Motion Graphics/After Effects  
Photo Retouching