



# MATTHEW LAWRENSON

## SKILLS

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Branding	Illustration
Motion Design	Digital/Social
Storyboarding	Marketing
Video Graphics	Event Design

## SOFTWARE

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Illustrator	Procreate
Photoshop	BeePro
After Effects	MailChimp
InDesign	Acrobat

## HONORS

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### AMERICAN AD AWARDS

Newspaper Self Promotion – Silver

### PNA AD CONTEST

Ad Campaigns – First Place

### CP<sup>2</sup> BRACKET AWARDS

Branding – Gold

### CP<sup>2</sup> BRACKET AWARDS

Illustration – Gold

### CP<sup>2</sup> BRACKET AWARDS

Experiential Event – Silver

## EDUCATION

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### PENN STATE UNIVERSITY

Bachelor of Design

## EXPERIENCE

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### SITUATION GROUP – Freelance Senior Designer, 2021 - 2023

- + Developed motion graphic assets for entertainment clients' social media platforms, with a focus on experiential and Broadway productions
- + Executed digital, email, and social assets for non-profit marketing campaigns
- + Designed storyboards and animations for non-profit and entertainment clients

### RANDOM HOUSE CHILDREN'S BOOKS – Freelance, 2022

- + Produced and executed an internal Year in Review video featuring live-action segments mixed with animated motion graphics
- + Created motion graphic assets for an introductory, marketing video focusing on perspective publishing partners

### TA-DONE LAUNDRY – Freelance, 2022

- + Designed and developed the overall branding, identity, physical assets, and digital assets for Ta-Done Laundry services

### THE PHILADELPHIA INQUIRER – Graphic Designer, 2019 - 2021

- + Spearheaded the development of new, concept-driven illustrations to be used across The Inquirer's physical and digital platforms
- + Responsible for brand cohesion across all design touchpoints for internal and external marketing assets
- + Designed branding initiatives, marketing, and advertising campaign pitches for internal clients
- + Developed print, digital, motion, and social design solutions for a variety of internal clients

### GOOD DAY CAFÉ – Freelance, 2018

- + Designed the overall branding, identity, and physical assets for Good Day Café
- + Collaborated with interior decorator on signage and building collateral

### ACCUWEATHER INC. – Junior Graphic Designer, 2017 - 2019

- + Developed branding, motion graphic assets, and micro-sites for internal and external marketing events
- + Responsible for brand cohesion across all design touchpoints for internal and external marketing assets
- + Handled the daily design and production needs for internal clients and external marketing campaigns