



MATTHEW ALLEY

SENIOR GRAPHICS // FRONT-END DESIGNER

2016 BRANDING SUITE

PORTFOLIO WEBSITE:

<http://www.geocities.ws/matthewalley>

SOCIAL MEDIA PLATFORM:


<https://twitter.com/Designhype81>

LOGO RATIONALE

Using my Apple Pencil, I sketched out different variations of my initials 'M' and 'A'. In the last page of this presentation, you can see the further development of the logo sketches. I have incorporated the current color scheme from my website to see how they would translate in the Hex values. Below are three rationales explaining my design process.

CURRENT COLOR SCHEME

 #EFB901

 #004355



LOGO CONCEPT 1

After sketching with my Apple Pencil, I brought the PNG file into Adobe Illustrator and did a simple image trace so certain elements could be scalable if needed. I was really drawn to this particular sketch and liked how free-flowing the design was. Almost like an inked stamp. I decided to keep the sketch as is and manipulate the sharp curves of the image trace to soften it. Particularly the inside of the 'a' and the arches of the 'm'. I think this logo could work in multiple sizes and really work as part of a branding icon. Especially on both light and dark backgrounds.



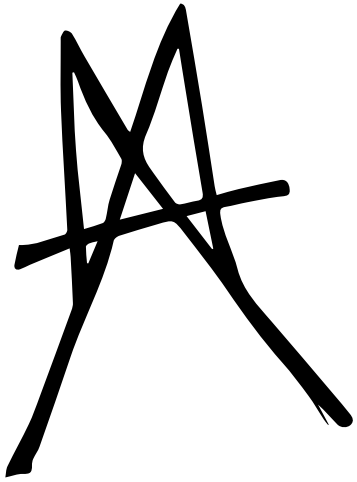
LOGO CONCEPT 2

I wanted to find a visual way to connect the initials in the name and use them as design elements. After using the Futura font family, I was able to connect the two initials leaving a diamond shape connection. Working with my current color scheme I was able to develop nice contrast between the connecting diamond and letters. When the logo would appear in a solid black color, the diamond would disappear. But when it would appear in a color, say yellow or deep blue, the diamond would turn to 50% of that color. This transparency could really open up some good possibilities when developing branding material such as brochures and leave-behinds.

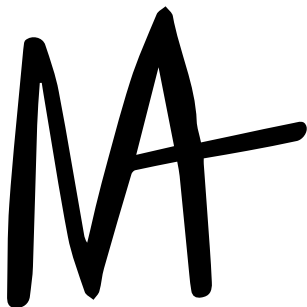
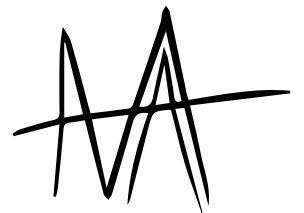


LOGO CONCEPT 3

I like the play on symbolism in this logo. I actually have a pair of wooden letters on my desk at work that are an **M** and **@** symbol. I use it as a name marker and it's so interesting to see how many people understand what it says. Using the letter **M** and the sound of the **@** symbol together, it actually says "**Matt**". I kept the **M** next to the **@** symbol but made sure the circle encompassed both. Keeping them as a circular icon or brand marking. This concept has a similar hand-drawn feel like Concept 1.



Math
Matthew
Alley



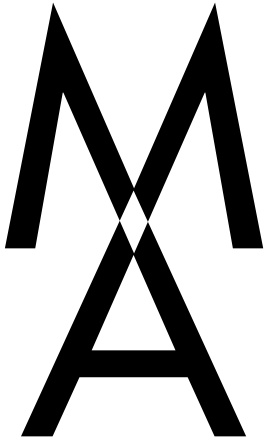
LOGO DEVELOPMENT

#EFB901
#004355

1



2



3





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WORK EXPERIENCES

SENIOR DESIGNER 2014-PRESENT

Pegasystems (Pega)

Developed consistent eLearning graphics across all training curriculum // Created branding for internal communications and global human resources for company on boarding // Liaison between Technical Enablement and Corporate Marketing divisions to ensure on-brand design // Build a Digital Asset Management (DAM) system to support related sectors of the company to help facilitate and encourage self-sufficient design

SENIOR DESIGNER/ ART DIRECTOR 2010-2014

J.Jill, Corporate Headquarters

Conceptualize catalogue layout when new merchandise has been developed // Manage and Coproduce 6 of 12 high-end fashion catalogues a year with a revolving team // Photo manipulate photography based on production needs // Time manage photoshoots, layout review schedules, proofing and copy writing // Develop presentations of layout and designs for Executive review

SENIOR DESIGNER 2006-2010

The Fifth Business

Coordinated multimedia design projects for several global clients in the oil & gas sector // Created brand guidelines for internal teams, special events, non-profit organizations and government entities // Designed print collateral such as posters, e-newsletters, and internal communication deliverables // Assisted in the development of custom websites that included a variety of functionalities // Facilitated the relationship with clients from the creative process through the delivery of the final product

PERSONAL STATEMENT

Highly effective and uniquely innovative designer with more than 13 years professional experience in advertising and corporate marketing, seeking an exciting opportunity to be part of forward-thinking initiatives that promote challenging and creative projects.

EDUCATION

GRAPHIC DESIGN & MEDIA ARTS, BACHELORS 2014-2016

Southern New Hampshire University

INTERACTIVE MULTI-MEDIA, ASSOCIATES 2004-2005

Art Institute of Houston

GRAPHIC DESIGN, ASSOCIATES 2002-2004

Sowela Tech

DESIGN SKILLS

PHOTOSHOP



UX DESIGN



ILLUSTRATOR



PHOTOGRAPHY



INDESIGN



VISUAL ART



PROFESSIONAL SKILLS

Strong visual style and ability to develop concepts from inception to completion Impressive recognition of client's needs and goals // Thorough understanding of how typography, layout, color, images and interactivity impact design // Excels within a team oriented environment, while being able to relate to all levels of management and staff // Recognized for his commercial awareness and dedication to offer product quality and satisfaction



LINKEDIN
MatthewAlley



BEHANCE
behance.net/MatthewAlley

CONTACT

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FRONT

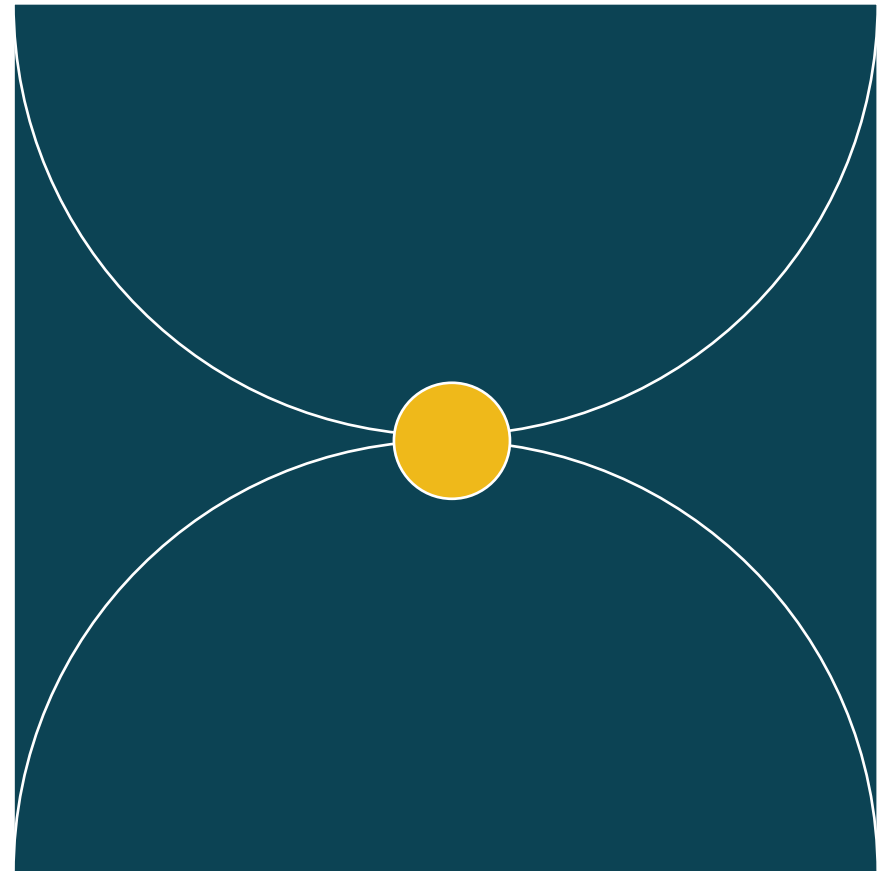
“LISTEN TO
YOUR MOTHER...”



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ENVELOPE FOLD WITH STICKER



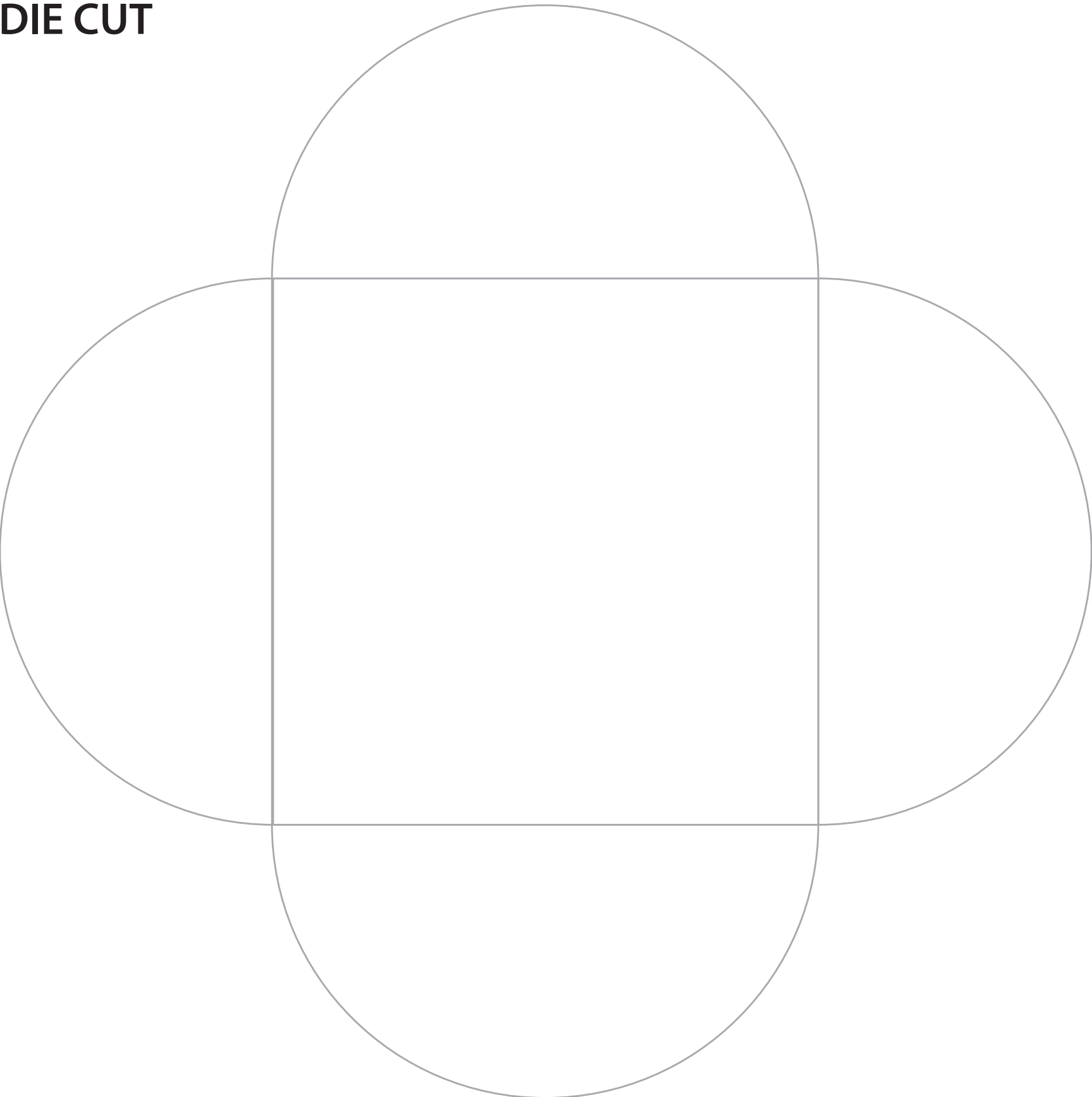
ENVELOPE OPEN

“DON'T RUIN IT!”

USE A
COASTER
PLEASE :)



DIE CUT





AETTYEY

MATTHEW ALLEY



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