



# MATTHEW ALLEY

SENIOR GRAPHICS // FRONT-END DESIGNER

## 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



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### CONTACT

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