

## Multidisciplinary Creative

Matt Page is a highly skilled and imaginative senior level creative with over a decade of hands-on experience. He excels in UI/UX design, art direction, graphic design, motion graphics, web design, and video editing.

## Portfolio

[www.mattpagecreative.com](http://www.mattpagecreative.com)

## Software

Figma, Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Audition, Blender, Visual Studio (HTML, CSS, JavaScript), Wordpress, Webflow, Salesforce, Google Slides, Word, PowerPoint, Excel

## Experience

### Senior UI/UX Designer | Ascendum Solutions / Elevance Health | Atlanta, GA | June 2023 - Present

- Creates user-centric product designs, prioritizing usability, accessibility, and intuitive interfaces
- Crafts interactive prototypes for in-house experimentation and user testing
- Develops and maintains a comprehensive style guide, ensuring consistency in design across all products
- Oversees production, filming, and post-production of promotional videos

### Art Director | Centerline Digital | Remote | August 2022 - April 2023

- Spearheaded and guided the design team, resulting in a 20% increase in engagement through the strategic creation of impactful digital marketing collateral
- Managed 15+ weekly creative reviews involving internal and external stakeholders.
- Leveraged strategic leadership and innovative creative direction as Lead Art Director to drive revenue exceeding \$300k for the Palo Alto account
- Delivered personalized career development sessions for designers of all levels, fostering their professional advancement
- Directed end-to-end production of marketing assets, encompassing creation, editing, and quality control

### Senior Designer | Centerline Digital | Remote | January 2022 - August 2022

- Developed client-specific marketing collateral with a focus on visual excellence and messaging
- Conducted instructional sessions showcasing advanced design methodologies within the studio

### Lead Product Designer | The Streaming Guide | Remote | June 2021 - December 2021

- Led the creative direction of all digital experiences across the company's mobile app
- Created wire-frames in Figma for testing novel app functionalities
- Produced detailed high-fidelity mock-ups for a seamless handoff to the development team
- Evaluated implemented app features for quality assurance, ensuring alignment with design objectives

## Senior Designer | Doosan | Buford, GA / Remote | March 2019 - June 2021

- Managed project timelines, communications, and details for 10+ weekly projects all in various stages
- Collaborated, consulted, and offered innovative insights to internal teams and external partners, fostering productive cooperation and creative growth
- Oversaw production, filming, and post-production of product videos
- Produced visual content including graphics, posters, presentations, web, and trade show materials

## Graphic Designer | NSI-MI Technologies | Suwanee, Ga | February 2017 - February 2019

- Managed strategic marketing initiatives driving product and service growth and expansion
- Designed trade show graphics and promotional materials for the sales team

## Freelance Graphic Designer & Illustrator | Clark Creative Communications, Elf on the Shelf, Brodie International | Savannah, GA | Remote | July 2012 - February 2017

- Produced content, including logos, illustrations, brochures, videos, animations, and more

## Senior Designer | International Greetings | Atlanta, GA | June 2016 - November 2016

- Created designs for wrapping paper, greeting cards, stationery supplies, and other products
- Oversaw that all files are sent to production with the correct specifications
- Designed and implemented brand style guides for use across multiple departments and partners
- Worked directly with the sales team to plan and prepare for client presentations

## Career Advisor | Savannah College of Art and Design | Savannah, GA | August 2015 - June 2016

- Achieved an impressive 98% graduate employment rate through effective management of numerous high-level company visits
- Provided individual career counseling to over 5,000 college students
- Generated reports on student progress, employment status, and retention for executive leadership

## Education

### Bachelor of Fine Arts (BFA) in Graphic Design

Georgia Southern University

### Master of Public Administration (MPA)

Georgia Southern University

## Google Certifications

- Conduct UX Research and Test Early Concepts
- Create High-Fidelity Designs and Prototypes in Figma
- Build Wireframes and Low-Fidelity Prototypes
- Foundations of User Experience (UX) Design
- Start the UX Design Process: Empathize, Define, and Ideate