

MATTHEW KENNEY

WORK EXPERIENCE

○ Multidisciplinary Designer Matt Kenney's Design Co.

2015 - PRESENT • REMOTE

- Produced audience-first design at scale for entertainment and esports brands including **FaZe Clan**, driving an **average 318% viewership increase** per video and **\$250K+ in client revenue** since 2021.
- Created and iterated **1,000+ digital assets** spanning branding, motion graphics, advertising, and social content, **engaging 5M+ viewers** across client channels.

○ Graphic Designer Studio 93

2025 - PRESENT • REMOTE • HOUSTON, TX

- Built reusable template and asset libraries for fast-moving campaigns, **cutting production time 40%** across evergreen and tentpole windows.
- Shipped multi-channel creative (carousels, emails, style scapes, ads, pitch decks) for premium clients including **Grounds, STNDRD, Revive MD, and MyFitFoods, Lunedi** within an international B2B venture studio.
- Translated strategic briefs into cohesive campaign systems with the CD, PM, VE, and SMM, aligning layout and typography for multi-platform delivery.

○ Performance Advertising Designer SmartEnroll

2025 - 2026 • REMOTE • CLEARWATER, FL

- Streamlined a **reusable FB/IG creative template system** spanning placements and funnel stages, accelerating refresh cycles and rapid A/B testing of scripts, hooks, and motion variants.
- Designed and managed end-to-end Meta ad campaigns for an EdTech SaaS startup, **generating 18+ qualified bookings in under 7 days** with improved lead quality.
- Optimized CTR, CVR, CPL, and CAC through multivariate testing across prospecting and retargeting audiences, aligning landing pages and ad copy for cohesive performance.

○ Brand & Marketing Designer Bombilla Marketing

2025 - 2026 • REMOTE • ALBUQUERQUE, NM • CONTRACT

- Delivered print and digital collateral for priority accounts, scaling from 10 to 40 hrs/mo in 6 months with 99% on-time delivery.
- Engineered a template system with standardized naming and approval workflows, **reducing misprints 70%**, file **handoff time 50%**, and **review cycles 60%**.
- Triaged rush requests (avg 4-hr turnaround) and built a rebrand foundation projected to lift throughput 30%.

○ Graphic Designer Bedel Financial

SUMMER 2024 • HYBRID • INDIANAPOLIS, IN • CONTRACT

- Spearheaded an **innovative 20+ page anniversary magazine** for a **\$2B+ AUM wealth management firm** from storyboard to final design with the marketing team **that visually guided readers** through Bedel's 35-year growth.
- Produced **evergreen article layouts, quarterly newsletters**, and a **fundraising event banner** for a **women's non-profit, Dress For Success**, maintaining brand consistency and supporting campaign goals.

US-based design generalist building brands, systems, and visual experiences through modern, evolving strategy.

matt-kenney.com

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EDUCATION

Bachelor of Fine Arts in Graphic Design
Ball State University, School of Art

CERTIFICATIONS

Inbound Marketing, HubSpot Academy
AI Fluency, Anthropic
Agent Skills, Anthropic
Claude Code, Anthropic

AWARDS

LogoLounge Book 15, LogoLounge | 2025

SKILLS

Software

Adobe CC (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
Figma, Framer, Webflow, Microsoft 365

Design

Brand Identity, Campaign Design, UI/UX Design, Design Systems, Print Design, Motion Design, Advertising Design, Illustration, Storyboarding, Web Design, WCAG Accessibility, ADA Compliance

AI & Emerging Tools

Prompt Engineering, AI-Augmented Workflows, Agent Skills, Seedance, Paper, Claude Code, Perplexity, Nano Banana, Vercel, Lovable

Strategy

Design Research, Design Strategy, Digital Marketing, A/B Testing, Wireframing, Prototyping, Cross-Functional Collaboration, HTML/CSS

PROFESSIONAL DEVELOPMENT

AIGA, Member | 2024 - Present