



Matt Alaniz

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experience

upshot agency | art director

work primarily on constellation brand import beers and alcohol concepting, designing, and fully executing new campaigns for each beers in their respective style. taking each design through a full execution involved p.o.s material, online user experience promotions, and designing merchandise. aid variety of other teams on web design for projects ranging from UX to brand identity pages for Upshot company site.

clients: corona extra, corona light, modelo especial, tsingtao, victoria, google, starbucks
may 2013 - present

new life pilsen | creative director/ cinematographer

create, design, and maintain all media campaigns including self promotion for organization, community outreach programs, and new message series all through both print and web. create new and engaging social media posts on a monthly basis, maintained throughout the week and monitored for audience insight and research. executive producer on all live services broadcasted worldwide maintaining lights, cameras, and graphics being utilized through sermon.

july 2014 - present

brandmuscle | graphic design intern

designed point of sale print material for alcohol distributors on a national level, fast-paced workflow consisting of 12-16 jobs daily, ranging from large format display signs to small format menus. took on roles of account manager and print production for each job.

clients: barcadi, belvedere, smirnoff, vita frute cocktails, sailor jerry, kobe grill
may 2011 - december 2012

newad | sales manager, graphic designer

responsible for expanding the client list by networking with potential businesses across chicago and maintaining relations with each new client. worked on the design team as well as installing display signs for client storefronts.

march 2010 - august 2011

technical skills

- skilled in both pc and mac platforms
- proficient with adobe indesign, illustrator, photoshop, lightroom, bridge
- experience in film editing: adobe premiere pro
- experience photographing/filming with nikon and canon dslr cameras
- knowledgeable in html, ux design, and web layout

education

the illinois institute of art - chicago
b.f.a in graphic design