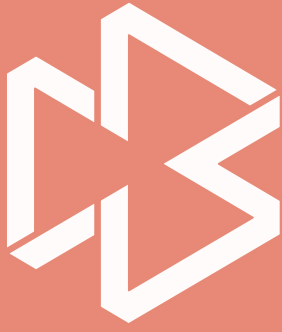


# MATTHEW BRODSKY

GRAPHIC DESIGNER



## EDUCATION

- S.I. Newhouse School of Public Communications, Syracuse University
- Bachelor of Science in Graphic Design, May 2023
- Minor in English and Textual Studies
- Dean's List

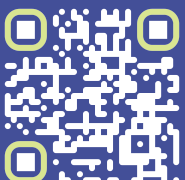
## SKILLS

- Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe After Effects, Adobe Aero, Figma, HTML, CSS, Midjourney, AI/NLP Prompt Generation, Glyphs Mini 2, Microsoft Office, Google Suite, Slack, Polycam
- Instagram, YouTube, Snapchat Lens Studio, Facebook, Twitter

## ACTIVITIES/HONORS

- Nominated by the Newhouse faculty & selected as a 2023 Student to Watch by Graphic Design USA, as well as featured in GDUSA magazine
- Featured artist at the 2022 Design Core Detroit Sneaker House art exhibit presented by Footlocker
- Vice President of Design Club at Syracuse University
- Newhouse Award for the Visual Communications Department Prize in Immersive Media

## CONTACT



- <https://mattbrodsky.design>
- [mttbrdsky@gmail.com](mailto:mttbrdsky@gmail.com)
- [@mattbrodesign](https://www.instagram.com/mattbrodesign)
- [@mattbrodsky-design](https://www.linkedin.com/company/mattbrodsky-design)
- (773) 575-0924
- Chicago, IL.

## EXPERIENCE

### Design Intern | Pivot Design

Chicago, IL - Summer 2022

- Worked directly on client engagements as a member of the creative team (using the Adobe Creative Suite)
- Contributed at every level of the creative process including storyboarding/motion design, icon sets, brand ads and signage
- Developed brand system proposal for Brookfield Parks & Recreation Foundation from ideation to final client presentation; designed logo/color palette, look/feel, brand suite, and style sheet
- Attended weekly meetings with department leads to gain comprehensive exposure to the agency model
- Presented final project to entire firm about Gen-Z wellness trends

### Creative Director | Soleless Art

Syracuse, NY - 2022

- Created artwork for trading cards and packaging
- Designed promotional brand pieces for social media and website
- Sold original trading cards at local retailers and pop-up shops
- Designed consumer augmented reality experience for product
- Published Snapchat lenses using Snap Lens Studio

### Design Intern | Lettuce Entertain You Enterprises

Chicago, IL - Summer 2021

- Reported to Senior Art Director/Creative Director daily for restaurant design deliverables
- Worked with in-house design team to support partner restaurants' daily graphic design needs
- Designed/edited menus, signage, product labels, newsletters, eblasts, and promotional materials using Adobe Creative Suite
- Designed mock restaurant menu for intern virtual restaurant project

### Social Media/Design Intern | Dibit

Chicago, IL - Summer 2018

- Shadowed head of social media and design to assist client engagement and design needs
- Created promotional materials using Photoshop and InDesign
- Organized social media data in Excel weekly
- Answered consumer questions through social media

### Data/Inventory Intern | StockX

Detroit, MI - Summer 2017

- Entered data into Excel, organized inventory, scanned and aggregated shoebox UPC bar codes
- Created PowerPoint about marketing strategies and presented internship summary to senior management

### Freelance Design

Chicago, IL - 2017-2022

- Photographed/manipulated images of signature sneakers to resemble portraits for purchase based on client requests