matt gannon

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summary

Creative Graphic Designer with over 5 years of experience in branding and visual communication, specializing in digital and print marketing materials. Proficient in Adobe Creative Suite and experienced in managing multiple projects in fast-paced environments. Passionate about creating cohesive brand identities and engaging visual content.

experience

GRAPHIC DESIGNER   *June 2023 – Present*
Freelance   *Chicago, IL*

- Created innovative design packages to elevate and differentiate branding and marketing with advertising initiatives.
- Met with clients to determine marketing and design vision, scopes of work, budgets, and deliverable time frames.
- Formatted designs and media for print and digital applications, delivered production and web ready graphics.
- Tailored social media graphic templates for easy updating, and optimized content for various CMS platforms.

GRAPHIC DESIGNER   *December 2019 – April 2023*
@properties Christie's International Real Estate   *Chicago, IL*

- Delivered design and consultation services to over 3.1K brokers in the @properties network.
- Managed 15–20 projects weekly, ensuring timely delivery and adherence to brand guidelines.
- Designed and developed over 100 digital assets for marketing campaigns, including social media graphics and email blasts, enhancing brand visibility and engagement.
- Team contributed to over 10K ticket requests completed in 2022 across the Marketing Department.
- Achieved visual identity consistency for top brokers with over $30M in yearly sales in 2022.
- Built print and digital layouts, along with templates that showcased luxury listings over $1M.
- Collateral pieces—Portfolios, brochures, digital ads, social media graphics, email banners, and signage.
- Facilitated print production for promotional materials, maintaining high-quality standards and consistency.

STUDENT AIDE, CLUB PRESIDENT   *September 2017 – July 2018*
William Rainey Harper College   *Palatine, IL*

- Guided 20+ students during lectures, with design software and projects.
- Operated 3 digital, conventional, wide format printers and multiple finishing equipment.
- Presented to over 150 senior high school students about classes, clubs, and opportunities at Harper, Graphic Arts Expo.
- Replicated a visual design firm environment with 10+ peers at William Rainey Harper College.
- Coordinated and led 12 weekly meetings, divided and assigned projects to team members.
- Communicated with 5 clients from ideation to final product, included asset creation and print production.

education

BACHELOR OF ARTS, GRAPHIC DESIGN   *December 2019*
Columbia College Chicago   *Chicago, IL*

ASSOCIATES IN APPLIED SCIENCE, GRAPHIC ARTS TECHNOLOGY   *May 2018*
William Rainey Harper College   *Palatine, IL*

skills

- Adobe Creative Suite, InDesign, Illustrator, Photoshop, Acrobat, Figma, Webflow, HTML, CSS
- Video Editing: Basic editing for social media using Premiere Pro and After Effects
- Microsoft Office, Microsoft SharePoint, Google Workspace, Clickup
- Design Principles, Typography, Brand Identity, Email Marketing, Interactive PDFs, Print Ready Files
- Excellent Communication, Self-Motivated, Collaboration, Organizational Skills, Detail-Oriented, Consistency