MATT WILLARD

I'm passionate about creating impactful and strategic visual experiences with the goal of strengthening connections between brands and their customers.

CONTACT

New York, NY
415-728-6092
hello@mattwillard.com
www.mattwillard.com

EXPERIENCE

Senior Brand & Marketing Designer / Sage
April 2025 – October 2025 (Contractor)

- Led the creative direction for Sage Detect, an AI-powered fall detection system that modernizes safety in senior living communities.
- Designed new presentation templates enabling cross-functional teams to build on-brand decks with greater autonomy, accelerating sales enablement and internal alignment.
- Partnered with product and marketing leads to translate complex senior-care operations data into clear, actionable visual storytelling through illustrated storyboards.
- Designed and systematized a scalable Figma design library, improving marketing team efficiency and onboarding.

Graphic Designer / CB Insights
May 2022 – August 2024

- Worked closely with the CEO and drove creative direction for branding a new product, crafting a visual identity and user experience that boosted weekly active users and retention.
- Led user-centric product designs for a new Generative AI Chatbot, improving customer satisfaction.
- Managed the marketing website user experience, achieving a bounce rate under 40% and a CTR over 2%.
- Developed marketing materials for web and social; increasing conversion rates and expanding MQLs and SQLs.
- Produced high-impact illustrations for infographics, product features, iconography, marketing campaigns, emails and reports.

Graphic Designer / Freelance
March 2020 – Present

- Collaborate with diverse range of clients to conceptualize and design brand identities, websites, and marketing collateral under tight deadlines, exceeding client expectations.

Graphic Designer / Direggio Advertising
August 2018 – March 2020

- Spearheaded brand identity projects deployed across digital and print, focused on customer experience and brand consistency.
- Developed user experiences for websites and events, optimizing user interaction and engagement.

Designer / Gartner
September 2017 – March 2018

- Supported senior designers in creating visually engaging branded materials for large-scale corporate events.
- Designed sub-brands and marketing materials, including email templates, social assets and other promotional assets, contributing to successful campaigns.

SKILLS

Typography
Layout & Composition
Color Theory
Brand Design
Illustration
UI/UX Design
Web Design
Motion Design
Storyboarding
Presentation Design
Data Visualization
HTML / CSS
Midjourney

SOFTWARE

Figma
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Powerpoint / Google Slides
Wordpress
Webflow

EDUCATION

CT State Norwalk
A.S., Graphic Design
A.A.S., Web Design

INTERESTS

Urban Sketching
Tennis
Traveling
Creating/Making