

MATT GUERRA

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I'm a Chicago-based designer with over a decade of experience leading brand, digital, and experiential design initiatives. My approach blends strategic thinking, cross-functional collaboration, and craft meaningful work that supports organizational goals and strengthens brand clarity.

SKILLS

Design & Digital: Adobe Creative Cloud, Figma, Adobe XD, Procreate, HTML, CSS, JavaScript, CMS Platforms

Collaboration & Workflow: Asana, Trello, Wrike, HubSpot, SharePoint, Slack, Google Suite, Microsoft Office, Monday

Specialties: Branding, Web Design, Data Visualization, Digital Campaigns, Event Design, Proposal Design

EXPERIENCE

Ardmore Roderick – Graphic Designer (2023 – Present, Chicago, IL)

- Lead visual design for marketing materials, proposals, and brand collateral within the AEC sector, ensuring adherence to brand standards.
- Transform complex engineering concepts into compelling visuals to enhance client confidence and facilitate partnership development.
- Collaborate cross-functionally with marketing, engineering, and executive teams to improve internal and external communications.

Apple Leisure Group (Hyatt Inclusive Collection) – Digital Designer (2022 – 2023)

- Developed and implemented brand identities, digital campaigns, event collateral, and landing pages for luxury travel clients.
- Contributed to creative strategies that enhanced Hyatt's vacation portfolio, increasing brand recognition within the competitive travel industry.

Brightfield Group – Graphic Designer (2020 – 2022)

- Created compelling infographics, reports, and marketing materials that effectively translated CBD, cannabis, and wellness data into visual narratives.
- Partnered with sales and marketing teams to enhance industry recognition and strengthen client relationships through the development of thought leadership content.

Imagination – Sr. Graphic Designer (2019 – 2020)

- Designed digital and print materials that integrate data visualization with engaging storytelling to exceed client expectations.
- Developed large-scale branded communications for prominent clients, ensuring consistent brand messaging across multiple platforms.

Leidos, Inc. – Sr. Graphic & Web Designer (2014 – 2019)

- Led the development of creative strategies for Ameren Illinois's award-winning energy efficiency program.
- Executed integrated marketing campaigns across print, digital, and online channels, resulting in increased customer engagement within both business and residential markets.
- Enhanced brand recognition through strategic leadership in communications planning and implementation.

EDUCATION

Bradley University – B.S. Graphic Design (2010 – 2013)

Spoon River College – A.A.S. General Studies (2008 – 2010)

CERTIFICATIONS

AIGA Professional Design Certification, Certified Design Leader (AIGA, 2026)

HTML Email Mastery (Udemy, 2022)

Animating in Procreate (Udemy, 2023)

Data Visualization & Storytelling (LinkedIn, 2020)

RECOGNITION

Excel Awards – Gold & Silver (2021)

AAF ADDY Awards – 2 Gold, 2 Silver (2018–2020)

E-Source Utility Ad – Crowd Pleaser Award (2016)