

Matthew Kennerson



Graphic Designer

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Professional summary

Creative and detail-oriented graphic designer with 15+ years of experience creating digital and print marketing materials, branding, and visual content for corporate, entertainment, and freelance clients. Skilled in Adobe Creative Suite, typography, layout design, logo creation, UI/UX design, social media content, and brand development. Adept at managing projects from concept to delivery, ensuring alignment with brand guidelines and client goals.

Employment history

SEP 2019 - PRESENT

REMOTE

Freelance Graphic Designer, Various Clients

- Designed posters, flyers, and social media ads for concerts, weekly events, and local businesses.
- Created logos, branding elements, and event identities to enhance recognition and engagement.
- Applied typography, color theory, and layout principles using Adobe Creative Suite.

DEC 2009 - SEP 2024

STAMFORD, CT

Project Lead/Game Designer, Tournament One Corp.

- Directed teams and managed full-cycle delivery of digital gaming projects, ensuring on-time and brand-aligned results.
- Produced original UI elements, logos, icons, animations, and motion graphics for over 100 game titles.
- Designed and produced promotional videos collaborating with clients to refine visual direction.
- Oversaw final visual quality to meet brand guidelines and high production standards.
- Contributed to games generating significant recurring revenue, including titles for the Ohio Lottery.

Education

AUG 2018 - AUG 2019

WINTER PARK, FL

MFA in Media Design, Full Sail University

4.0 GPA, Achieved Valedictorian of my program.

OCT 2006 - SEP 2009

HENDERSON, NV

BS in Media Arts & Animation, Art Institute of Las Vegas

3.7 GPA

Courses

JAN 2015 - MAR 2015

Skills for Success at Dale Carnegie

Skills

Graphic Design

Event Promotion Materials

Social Media Ad Creation

Typography & Layout Design

Logo Design & Branding

Adobe Creative Suite

Digital & Print Marketing

Brand Guideline Awareness

Visual Asset Creation

Creative Problem Solving

Links

www.mattkennerson.com