

Matthew Bailey

SENIOR GRAPHIC DESIGNER

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SUMMARY

I design for organizations working on subjects that are difficult to communicate — reproductive health access, brain injury recovery, early childhood quality standards. The challenge is consistent: make the information clear, make it reachable, and respect the reader. Accessibility is built in from the start rather than added at the end.

EXPERIENCE

Works of Anomaly Studio Practice → 2016 - Present

- * Run an independent studio serving arts nonprofits, agencies, and small businesses — brand identity, campaign creative, print production, and video, from first concept through final files.
- * Manage the full creative process from concept through production, coordinating vendors and balancing budget requirements.

Emspace + Lovgren → June 2022 - May 2026 Senior Strategic Designer

- * Produced motion and video deliverables supporting campaign messaging and audience engagement. Retooled Step Up to Quality's explainer video for a digital ad buy that garnered 1M views.
- * Partnered with a content strategist to develop an end-of-year mailing appeal for Nebraska Cultural Endowment that garnered \$75K in donations, drawing compliments from the endowment's board and donors alike.
- * Led an award-winning website redesign for Step Up to Quality, achieving a 3:34 average session duration in the quarter following launch.
- * Built accessibility processes and ensured deliverables followed ADA compliance within the agency, including leading the PDF remediation project for the Park Omaha and Step Up to Quality websites.

DayCloud Studios → Jan 2022 - June 2022 Senior Graphic Designer

- * Only designer on staff, covering digital, print, and video for a blue-collar client base — scoping, design, production, and delivery on every project.
- * Managed and mentored a design intern while handling client communication directly, with no account layer in between.

Peer Sales Agency → May 2019 - Jan 2022 Motion Designer / Video Editor

- * Created long-form motion graphic explainer videos for SaaS brands, simplifying complex topics into engaging narratives.

Ervin & Smith → Sept 2017 - May 2019 Junior Graphic Designer

- * Leveraged motion graphic skills to provide in-house expertise and pitch cost-effective video services to clients like TD Ameritrade and FNBO.
- * Assisted the creative team on integrated campaigns. Worked with digital buying team to version graphics and motion assets for A/B testing.
- * Crafted icon libraries and video content to aid in expanding TD Ameritrade's 2019 brand update. Used in TDA's blog, Ticker Tape, eblasts, and 2019 annual report.

SKILLS

Brand Systems & Guidelines
Campaign Creative & Strategy
Motion Graphics & Video
Accessibility & ADA Compliance
Workflow & Process Improvement

TOOLS

Figma	After Effects	Procreate
Illustrator	Premiere Pro	Google Workspace
Photoshop	Audition	Canva
InDesign	Lightroom	

AWARDS / ACHIEVEMENTS

2025

PRSA Award of Excellence

Step Up to Quality website redesign (top score)

2024

PRSA Award of Excellence

Omaha ForUs Best Life Mental Wellness
Zine & Safety plan toolkit (top score)

Step Up to Quality Coaching Binder (top score)

College World Series event rate parking campaign

AMA Pinnacle Award

Park Omaha Event Rate Parking Video

2023

PRSA Award of Merit

In Control campaign

EDUCATION

2017

University of Nebraska - Lincoln

BFA, Graphic Design Emphasis

COMMUNITY

2018

AIGA Nebraska — Board Member,

BarCamp Co-Chair

