

Matthew Bailey

SENIOR GRAPHIC DESIGNER

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SUMMARY

I've invested my career in building brand systems, campaigns, and visual storytelling for nonprofit, lifestyle, and arts-driven organizations. My work blends strategic thinking with refined craft—transforming complex ideas into clear, human-centered design across print, digital, and motion. I lead projects from concept through launch, partnering closely with cross-functional teams to deliver thoughtful, impactful creative solutions.

EXPERIENCE

Emspace + Lovgren Senior Strategic Designer

→ June 2022-Present

- * Produce motion and video deliverables that support campaign messaging and audience engagement. Retooled Step Up to Quality's explainer video for digital ad buy that garnered 1M in views.
- * Partnered with a content strategist to develop an end-of-year mailing appeal for Nebraska Cultural Endowment that garnered 75K in donations. Compliments from the endowments 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 design compliance within the agency, including leading PDF remediation project for Park Omaha's and Ste Up to Quality's website.

Peer Sales Agency Motion Designer / Video Editor

→ May 2019 - Jan 2022

- * Created long-form motion graphic explainer videos for SaaS brands, simplifying complex topics into engaging narratives for marketing and sales enablement.
- * Designed and animated diagrams, UI visuals, and infographics for video content, sales decks and websites.

Ervin & Smith Junior Graphic Designer

→ Sept 2017 - May 2019

- * Leveraged motion graphic skills to provide in-house expertise and pitch cost-effective video services to clients like TD Ameritrade and FNBO.
- * Assisted 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.

Works of Anomaly Studio practice

→ 2016 - Present

- * Plan and execute conceptual creative work for arts and culture organizations across in-person and virtual events.

SKILLS

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

TOOLS

Figma	Premiere Pro	Squarespace
Illustrator	Audition	Asana
Photoshop	Lightroom	Slack
InDesign	Procreate	Google Suite
After Effects	Readymag	Canva

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

