

Matt Stay

*I'm a multi-disciplinary designer,
maker and visual thinker.*

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hello@mattstay.com
703 901 6116

EDUCATION

Virginia Commonwealth University May 2012
Richmond, Virginia
BFA in Graphic Design

EXPERIENCE

INM United Nov 2010 – Jun 2016
Richmond, Virginia
Graphic Designer

Working with the development team at INM United, leading interaction & creative execution for clients.

Designed native mobile and tablet apps, responsive web applications, micro-sites, landing pages, email templates and social campaigns.

Responsible for User Interaction Maps, Moodboards, Persona diagrams, and other strategic collateral.

Led design for intensive 5 day product design sprints. Helped increase new visitor conversions by 40% for luxury men's brand, Ledbury.

Freelance Graphic Design Jan 2008 – current
Richmond, Virginia
Graphic Designer

Designed brand identities, online stores, and websites for small business and startups.

SKILLS

Adobe Creative Suite
Digital Brand Strategy
Value Proposition Design
Interaction Design
Typography
Photography
HTML, CSS, Javascript
Copywriting
Illustration

HONORS & AWARDS

RVA Hackathon Best Design Award April 2014
Mobelux
For Pluna.io, the clean air plant calculator

iF Concept Design Award top 300 March 2014
iF International Forum Design
For Pluna.io, the clean air plant calculator

Work Published Fall 2013
A Graphic Design Student's Guide to
Freelance: Practice Makes Perfect by Ben
Hannam (page 113)

Silver Cannonball Sep 2012
Richmond Ad Club
For James Madison's Montpelier Mobile
Tour Application

Work Published Fall 2012
Typographic Design: Form and
Communication 5th Edition by Rob Carter,
Ben Day & Phillip Meggs (page 219)

