

MATT ORR

GRAPHIC DESIGNER

Minneapolis, MN

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SUMMARY

As a recent graduate from the University of Minnesota, I have worked to develop a strong portfolio specializing in branding and the sports industry. Through my coursework and work experience I have developed my typography, layout, print production, and branding skills and I consistently work to gain new skills. Committed to delivering exceptional design work, I'm eager to bring my skills to a professional environment and make a meaningful contribution to the field of graphic design.

WORK EXPERIENCE

GRAPHIC DESIGNER | OCTOBER 2024 - PRESENT

Touchpoint Media | *St. Louis Park, MN (Hybrid)*

- ◆ Design and produce editorial layouts for sports publications, including USA Hockey, Minnesota Hockey Journal, RINK Association, and Virginia Golfer, ensuring visually compelling content tailored to audiences, including digital platform publication and bonus content.
- ◆ Create templates, logos, and branding materials for various corporate/sports clients, as well as internal branding updates and client-facing deliverables, while ensuring designs adhere to existing brand guidelines for large corporations like Ecolab and BlueCross BlueShield.
- ◆ Manage a variety of design projects with competing deadlines, maintaining a focus on quality and timely delivery for both corporate and sports clients.

GRAPHIC DESIGNER | OCTOBER 2023 - PRESENT

University of Minnesota Athletic Department | *Minneapolis, MN (Hybrid)*

- ◆ Execute on projects for 20 of the University of Minnesota's sports programs. consistently meeting deadlines to produce media in various formats, including print and digital. Tasks include designing for social media and preparing posters, business materials, and other collateral for print production.
- ◆ Collaborate with University of Minnesota design team to execute innovative design solutions, using effective communication to elevate the visual identity and messaging of the sports programs.
- ◆ Producing and updating environmental art and fabrications for use within sports programs. Projects include Tennis player/award banners & team lounge interior, Men's Hockey team lounge art, and other branded University of Minnesota areas

GRAPHIC DESIGN INTERN | JANUARY 2023 - JUNE 2023

Florida Everblades Hockey Club | *Estero, FL (Remote)*

- ◆ Worked with senior manager of creative as a key contributor in playoff branding and marketing materials, including concept work, asset creation, ideation, and finalized/versioned graphics.
- ◆ Collaborated with marketing and design team to develop brand identity utilized across Florida Everblades' social media and in Hertz Arena throughout the 2023 Kelly Cup Playoffs
- ◆ Produced multiple gameday graphics throughout playoffs for social media use, generating over 100,000 impressions across Instagram, Facebook, and Twitter/X.

EDUCATION

UNIVERSITY OF MINNESOTA | JANUARY 2021 - MAY 2024

Bachelor's Degree in Graphic Design

- ◆ **Programs/Skills:**
 - Adobe CC | Illustrator, Indesign, Photoshop, XD
 - Google Workspace | Docs, Slides
 - Microsoft Office | Word, Powerpoint
 - Operating Systems | Mac, Windows
 - Project Management | Monday, Asana, Slack
 - Collaboration | Zoom, Google Hangouts, Teams
- ◆ **GPA:** 3.59
- ◆ **Dean's List:**
 - Spring 2023
 - Fall 2023