



# Matt McDonald

Designer • Illustrator • Code Nerd

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## 📁 Experience

- 9/2017 - Today **Visual Designer & Front-End Developer | OutboundEngine — Austin, TX**  
My roles at OutboundEngine have been diverse & highly impactful on the business. Starting in marketing, I fully redesigned and developed the company's corporate website, leveraging modern web technologies to increase overall company MRR by 15% in one year. I designed & developed the company's first ecommerce solution for the marketing site, & wrote the front-end for it's first ever freemium offering. I am now leading visual design in product, collaborating with UX to optimize adoption and engagement of the company's mobile and web applications.
- 6/2014 - 9/2017 **Lead Designer | Scrypt, Inc. — Austin, TX**  
As sole in-house designer, I produced day-to-day marketing materials, oversaw long-term projects, and managed the overall company brand. I did everything from print collateral, online ads, infographics, posters, and large-scale trade show booths, to web, product UI design, responsive email templates, AE motion graphics and video editing. When deadlines were tight, I outsourced other designers to help our team get the job done.
- 2/2013 - 3/2014 **UI Designer | Pinger Inc. — San Jose, CA**  
Responsible for the development of innovative user experiences, interface designs, visual designs, typography, and UI content for mobile, desktop, and other interactive media.

## 🎓 Education

**BFA in Graphic Design**  
James Madison University — Harrisonburg, VA

## ❖ Recent Works

**thedonut.co** - designed full brand / coded custom WP theme  
**outboundengine.com** - designed & coded website  
**rswalsh.com** - designed / coded custom WP theme  
**frondaustin.com** - coded fully custom shopify theme  
**tipyo.net** - designed full brand, designed / coded website  
**codefresh.io** - coded homepage  
**carsoncreekkranch.com** - designed / coded website

## ✈ Tools of the Trade

**Design** Sketch/Figma, Adobe CC — Particular strengths in Illustrator, Photoshop, InDesign, & XD. Procreate for iPad

**Ideation, Testing, & Prototyping** Balsamiq, Userlytics, InVision, Flinto, Principle, Framer, Litmus

**Motion Graphics & Video** After Effects, Premiere, Media Encoder, Camtasia, Maya

**Dev Stack:** HTML, CSS/SASS (my favorite), vanilla javascript, jQuery, NodeJS, PHP, SQL, Liquid, \*some React & Mongo DB\*, Wordpress, Git/Github, Gulp (love this), Bootstrap (only the grid!), VSCode. Webflow for fun.

**Marketing Tools** Mailchimp, Marketo, CampaignMonitor, ActiveCampaign (extensive experience coding email templates for campaigns in these platforms). Google Analytics / GTM (certified & seasoned!) Zapier, Drift, Zuora, Salesforce, Shopify

## ★ Career Traits

**Holistic Designer**  
Design should be treated as a living organism, guided by the environment it lives in as a whole.

**User-Focused**  
I pay close attention to the user's needs and pain points. I design with empathy. Launch, learn & iterate.

**Responsive**  
I adapt quickly to fast-paced and dynamic environments, modifying my workflow and process to meet expectations.

**Don't Repeat Yourself**  
A principle I apply to my code and design systems.

**Proactive Evolution**  
Curiosity and a desire to learn constantly broadens my skill set, enabling me to wear many hats at once.

**Radically Open-minded**  
While I have my own opinions, I believe my ability to hear those around me and remain open to challenging my assertions enables me to harvest the best possible outcomes. Ego is the enemy of success.

**Bold, yet practical**  
I know when to push the boundaries vs. when to embrace simplicity to meet multiple deadlines.

# Get in touch!

[mattmcdonaldsdesign.com](http://mattmcdonaldsdesign.com)