

# matthew reynolds

## web developer & graphic designer

### ABOUT

Passionate about creating user experiences that are clean, consistent, and delightful

Focused on developing finely-tuned websites and web applications with a good eye for design, layout, and typography

Gets details right, designing interfaces that are intuitive, pixel-perfect, and leave lasting impressions

### SKILLS

Accomplished in hand-coding front-end and back-end web development, using HTML5, CSS3/SASS, JavaScript, jQuery, responsive design, PHP, MySQL, RESTful APIs, with a knack for translating design into code

Familiar with LAMP/LEMP stack server environments and the Linux command line

Proficient with the Adobe Creative Suite

Experienced designing for both screen and print, from web interfaces, mobile apps, and social media graphics to banners, T-shirts, etc.

Strong verbal and written communication skills with a good grasp of English language, grammar, and writing style

Courteous, professional, and energetic

**WEB** <https://matt.re>

**EMAIL** [matt@matt.re](mailto:matt@matt.re)

**PHONE** 434-466-9898

### EXPERIENCE

#### *The Gay Christian Network*

**WEB DEVELOPER & GRAPHIC DESIGNER** (JUNE 2013 – PRESENT)

Managed the nonprofit's websites and redesigned their main website in 2013 with a focus on professionalism, ease of navigation, and brand consistency.

Took initiative designing new donation forms and donor-facing webpages, making them more user-friendly and reducing as much friction as possible, resulting in a 120% increase in online donations in one year over each of the previous three years.

Developed a custom registration system and public-facing ticketing website. Designed guest-facing mobile apps with schedule information and built internal apps for ticketing, guest management, and badge scanning. Provided on-site support for the in-house suite to a team of 250 volunteers and 1,500+ guests.

Produced marketing collateral, social media graphics, email templates, and other materials to support the organization's online and offline outreach efforts. Created banners, signage, apparel, and hybrid name tag/program booklets.

Built custom solutions, from ecommerce to Slack integrations streamlining internal processes, such as assigning post office trips, reporting sick days, and shortening URLs.

#### *The Ivy Group*

**WEB DEVELOPMENT INTERN** (SEPTEMBER 2012 – MAY 2013)

Maintained many of this marketing firm's clients' websites running on Wordpress or Drupal. Worked one-on-one with clients, other developers, designers, and marketing professionals to understand and translate needs into actionable projects.

Built a scalable system and user interface that enabled teachers to browse and download curriculum files in a ZIP delivered via a secure, one-time link via CDN.

### SELECTED FREELANCE EXPERIENCE

#### *Jericho Books*

**WEB DESIGNER** (NOVEMBER 2012)

Designed a book promo microsite and social media graphics.

#### *Cuccinelli for Governor*

**WEB DEVELOPER & GRAPHIC DESIGNER**

(DECEMBER 2010 – MAY 2013)

Led development on the campaign website and microsities, created the branding strategy and style guide, and designed various marketing collateral.

#### *20<sup>th</sup> Century Fox*

**WEB DESIGNER** (AUGUST – DECEMBER 2010)

Collaborated with film publicists to create an interactive microsite for one of the film company's campaigns.

#### *Life at Zion Church*

**WEB DEVELOPER & GRAPHIC DESIGNER**

(SEPTEMBER 2007 – DECEMBER 2011)

Created and maintained websites, designed the logo, identity assets, and promotional graphics.

### WHAT PEOPLE SAY

"Matthew is fantastic. Consistently and many times over, he was able to conceptualize our brand and translate our vague descriptions of what we wanted into fantastic visualizations that exceeded our expectations. He is very personable and professional. I would recommend him to anyone and everyone with enthusiasm."

— CHRISTY LEWIS, DIGITAL DIRECTOR AT **CUCCINELLI FOR GOVERNOR**

"Matthew is always a pleasure. He addresses matters quickly and gets the big picture. His enthusiasm is infectious."

— CAROL CUNDIFF, DIRECTOR OF DIGITAL PUBLICITY AT **20<sup>TH</sup> CENTURY FOX**

"Matthew has a remarkable skill set, and he was able to capture the vibe we were trying to create for our brand. He is gifted, and he acts with integrity."

— ROBERT BYRNE, ATTORNEY AT **MARTINWREN, P.C.**