

MATHEW BRANDT

MatBrandt.com | 814-441-8530 | [linkedin.com/in/matbrandt](https://www.linkedin.com/in/matbrandt) | mathewdbrandt@gmail.com

CORE SKILLS

- **Creative & Digital Leadership:** Creative Direction, Art Direction, Team Management, Mentoring, Process Improvement, Operations Management
- **User Experience & Design:** UX/UI Research, User Analysis, Wireframing, Prototyping, Information Architecture, Usability Testing, WCAG Accessibility, Figma, Sketch, Adobe XD
- **Marketing & Strategy:** Marketing Strategy, Omni-channel Marketing, Digital Marketing, Content Strategy, SEO, Social Media Marketing, Business Consulting
- **Technical Proficiency:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, Express, Lightroom), HubSpot, Salesforce, HTML, CSS, WordPress,
- **Project Management:** Agile, Waterfall, Sprint, Hybrid Methodologies, Budget Management, Client Relations

PROFESSIONAL EXPERIENCE

Art Director | Postern | Frederick, MD (Hybrid) | Oct 2023 – Apr 2025

- **Creative Direction & Team Leadership:** Oversaw creative, marketing, and web operations, leading successful omni-channel marketing campaigns for diverse clients. Key member of the leadership team driving company success.
- **Process Improvement & Operational Efficiency:** Developed and implemented operational tools and processes, resulting in a **25% increase in team productivity**.
- **Team Growth & Development:** Fostered a supportive environment leading to **50% team growth**, including **2 team promotions**, and developed long-term career paths.
- **Business Growth:** Contributed to **\$200k+ growth** in first year through the development and implementation of new service offerings.
- **Hands-on Creative Execution:** Delivered high-quality marketing plans, digital, print, and web design solutions.

UX Design Lead | Honor / Home Instead | Remote | June 2020 – Aug 2023

- **UX Strategy & Execution:** Led all UX activities for Honor and Home Instead web marketing, including research, analysis, design, prototyping, testing, implementation, QA, and revisions.
- **Stakeholder Collaboration:** Partnered with managers and executives on product strategy and vision.
- **Conversion Rate Optimization:** Led UX for HonorCare.com, achieving a **21% increase in conversions** and a **90-second increase in time on page**, while ensuring **WCAG 2.0 AA compliance**.
- **Significant User Engagement Improvement:** Drove UX for HomeInstead.com, resulting in a **2700+ increase in conversions** and a **45-second increase in time on page**, while ensuring **WCAG 2.0 AA compliance**.

Creative Director | Immersion Active | Frederick, MD | Aug 2019 – June 2020

- **Mentorship & Team Development:** Mentored a diverse team of designers and internal/external developers on various digital and print projects.
- **UX Leadership & Expertise:** Served as the company's UX expert, providing strategic direction and guidance.

- **Process & KPI Management:** Defined and maintained department tooling, processes, and KPIs, achieving **100% client retention** and over **50% growth**.
- **Innovative Content Creation:** Produced, shot, edited, and built interactive video for a national awareness campaign.
- **Startup Consulting:** Led UX Design and consulted on the development of evoVisit, a SaaS lead management platform.

Production Manager | TheeDigital | Raleigh, NC | Dec 2017 – Aug 2019

- **Operational Leadership:** Led core operations for website UX, design, build, QA, launch, and support, managing a team of **14+ professionals**.
- **Business Development:** Drove business expansions and the implementation of new UX and creative service offerings.
- **Revenue Generation & Client Success:** Responsible for the success of over **50 quarterly projects** and **25+ clients**, generating over **\$1 million in department revenue**.
- **Hands-on Client Engagement:** Provided consulting, UX research, design, project management, and SEO services directly to clients.
- **Project Management Expertise:** Set standards and ensured on-time/budget project delivery utilizing **Waterfall, Agile, Sprint, and Hybrid methodologies**.

Owner/Freelance | Aspire Pixel Works | Mar 2006 - Current

- Provided comprehensive digital marketing and business consulting services to small businesses, including UX, web design, development, and SEO.

EDUCATION

B.A. Information Technology | Kaplan University | 2010 – 2013 **A.A.S. I.T.** | South Hills School | State College, PA | 2006 – 2008