

MATT RICE

Visual Designer // Seattle, WA // mattrice92@gmail.com // (805) 354-8403 // matt-rice.com

EXPERIENCE

20|20 Creative Group

Brand & Web Designer • May 2015 - Present

Design and develop brand identity systems and design systems for small to mid-sized businesses, with emphasis on scalability and future-proofing; execute implementation across web, social, print, packaging, launch materials, and event pieces; own the full in-house web workflow from strategy and UX through development and launch, maintaining a portfolio of 20+ active WordPress sites; provide art direction for junior designers, photo/video productions, and outside contract developers.

Ambient Trash

Musician & Content Creator • December 2019 - Present

Create product demo videos for makers of guitar gear, working directly with clients ranging from small boutique shops to international distributors. At this time, maintain channels on YouTube and Instagram with a total following of over 40,000.

Cal Poly Mustang Band

Drumline Instructor & Arranger • May 2014 - June 2020

Oversaw a section of ~25 students, provided percussion instruction and mentorship, composed original music performed by ensemble, coordinated with student leadership and directors.

EDUCATION

California Polytechnic State University, San Luis Obispo

B.S. Graphic Communication • Web & Digital Media Concentration

September 2010 - December 2014

SKILLS

CREATIVE: Brand Identity, Logo Design, Print Design, Digital Media, UX/UI, Social Media, Art Direction, Photo/Video Editing, Copywriting/Editing

SOFTWARE: Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Figma, Final Cut Pro X, Premiere Pro, Procreate, Google Workspace

TECHNICAL: HTML, CSS, WordPress