

Matthew M. Neal

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Summary

Exceptionally well-rounded project manager, digital designer, and web developer with 12+ years' experience in graphic design and the ability to offer services from brand concept and creation to website construction. Outstandingly creative, dependable, and organized with a keen eye for detail and top-notch work ethic. Fast and efficient multi-tasker with a proven track record in project management and customer service. Able to adapt quickly to a changing environment while still producing quality results.

Technical Skills

Languages: HTML, CSS, SCSS / SASS, JavaScript

Code Tools: Visual Studio Code, Git, GitHub

Design Software: Adobe Creative Cloud, Affinity Design Suite, Figma, Lucidchart, WordPress

Project Management Software: Asana, Wrike, Jira, Mantis

Operating Systems: Windows, Mac, Linux

Marketing: HubSpot, Google Analytics

Projects

Legacy Leader Group: legacyleadergroup.com

- Brand creation and website management for a Las Vegas based investment group

Personal Website: matthewmneal.com

- Custom built digital platform showcasing my graphic design and web development projects

Professional Experience

Altametrics Inc. – Las Vegas, NV

UX Product Manager

November 2021 – Current

- Facilitate high level product design through the creation of screen flows, wireframes, and other visual assets to aid design and development teams.
- Conduct research to ensure the UX and UI for all products meet and exceed internal business objectives, and industry and competitor standards.
- Manage and lead multiple external teams developing a multitude of digital products ranging from: WiFi router software, Restaurant loyalty and management applications, Admin dashboards, and various other B2C and B2B facing applications.
- Engage in hiring manager responsibilities by conducting deep vetting and interview processes when needing to hire external teams for design and development services.
- Facilitate contract discussions with external teams and establish and maintain accountability of said teams through the creation of milestone structures and other deliverable based schedules.

- Consistently keeping the SDLC (Software Development Lifecycle) in progress for multiple products by establishing and maintaining strong connections between internal and external teams and applying AGILE project management methodology.

Incredible Marketing – Las Vegas, NV

Project Manager

March 2021 – November 2021

- Incredible Marketing helps clients in the medical industry and beyond reach their personal and business goals by providing innovative and modern websites, digital marketing campaign strategy, and branding and design services that are reflective of their practice and philosophy.
- Handle all aspects of project management practices including: conducting client discovery meetings, task and timeline management, and coordinating with internal teams on planning and execution of content, design, and development deliverables.
- Lead and coordinate with design and development teams to construct immersive and responsive websites integrating current UI and UX design trends.
- Oversee the website creation process from concept to launch through use of project management software and AGILE methodology along with other collaborative efforts with multiple internal teams including sales, content, design, and development.
- Assist in the website creation process using graphic design, web design, and front-end development skills and knowledge to help produce the highest quality product possible.

Medical Solutions Ventures – Las Vegas, NV

Web Developer / Designer / Marketing

July 2020 – March 2021

- Medical Solutions Ventures Inc. was a forward thinking and leading player in the medical supply industry through ways of domestic manufacturing and global sourcing, supply, and distribution of PPE
- Logo / brand creation and website development for Medical Solutions Ventures as well as multiple partners and subsidiaries.
- Helped re-design and develop multiple websites taking them from static single pages to interactive and converting e-commerce platforms by use of the WordPress CMS.
- Audit and overhaul UI / UX for said websites through builders and custom HTML / CSS, perform SEO, and set up back-end systems including tracking analytics and integration with HubSpot CRM.
- Produce all marketing content and graphics for both digital and print use through graphic design, copywriting, photography, and video. Software of choice being Adobe CC and the Affinity Suite.
- Carry out marketing campaigns through multiple digital platforms including email and social media.
- Assisted in establishing B2C and B2B marketing strategies for both long term and short-term goals.

ABC Imaging of Washington - Las Vegas, NV

Assistant Shop Manager / Digital Graphics Specialist

February 2013 – March 2020

- Conduct all aspects of shop management from the inception of projects to completion of production.
- Streamlined multiple processes including front and back-end procedures to create a seamless workflow.
- Collaborate with local and national account managers by facilitating project management duties including financials, production and customer service for high profile clients such as:
 - Wynn Design and Development
 - HNTB
 - Atkins North America
 - CH2M / Jacobs
 - Clark County Public Works
 - Fine The Agency
 - Bergelectric
 - IGT

Education

B.A. Graphic Design, California State University Long Beach - GPA: 3.2

Class of 2011

- Major curriculum: branding, typography, color theory, layout, packaging design
- Major coursework: advertising collateral, branding campaigns and professional environment projects

Interests and Hobbies

- All things technology, building fun web projects, video games, cooking, traveling, history and visiting museums