

# Matthew Waldinger

**Graphic Designer / Audio Engineer / Photographer**

217-720-7744 / mattwalding82@gmail.com / Chicago, IL

matthewwaldingerportfolio.com

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## Summary

Dedicated to a human-centered design approach, my work aims to understand and empathize with the perspectives, emotions, and needs of others, and to be informed about current developments and issues within one's community and society in order to deliver the best solutions.

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## Skills

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, PowerPoint, Excel, SharePoint, Figma, UI/UX, web design, product design, logo & branding, data visualization, typography, layout, illustration, animation, photography, videography, recording, mixing, mastering, project management, presentations

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## Education

**University of Illinois, 2021**

Dean's List, High Honors

BFA Graphic Design

**New York University, 2021**

Cert. Music Industry Essentials

**Parkland College, 2018**

Dean's List

Associate Music Technology

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## Organizations

AbbVie • Office of Undergraduate Research UIUC • GameDay Spirit • RoomReady • Perimeter Road Sound Recordings • 8 to Create • Pizza.FM • Independent Media Center • The Collective Magazine • WAMA

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## Experience

### **AbbVie**

*Nov. 2020 - Oct. 2025*

#### **Creative Director/Lead/Editor**

Created, curated and maintained brands. Developed and pitched design solutions to stakeholders. Designed and managed layout, advertisements, and cover art of journal publications.

#### **Designer**

Created and designed logos, illustrations, data visualizations, UI/UX designs for internal webpages, and other visual elements.

#### **Marketing and Communication Specialist**

Conducted campaign management on projects and goals. Market research on users and competitor tools. Oversaw development and training of tools for new users. Managed user data, and tracked and analyzed user trends through surveys and focus groups.

#### **Photographer/Videographer/Audio Engineer**

Documented corporate events. Set up, recorded, and conducted interviews. Edited and animated videos for internal and external use.

#### **Office of Undergraduate Research**

*Aug. 2020 - Aug. 2021*

#### **Research Ambassador**

Mentored new and incoming students. Gathered information and research on UIUC and other colleges. Defined problems/areas in need of improvement. Ideate, prototyped, tested, and implemented design solutions.

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## Experience

### **GameDay Spirit**

*Aug. 2017 - Dec. 2020*

#### **Graphic Design Intern**

Created graphics and promotional deliverables. Worked with marketing team on social media presence. Designed product merchandise and created web design layouts. Photographed models and products, and filmed and edited promotional videos.

#### **Assistant Manager**

Ran and managed retail stores. Handled product inventory, financial records, and promotional events.

### **RoomReady**

*May 2018 - Aug. 2018*

#### **Graphic Design Intern**

Created graphic and promotional deliverables, data visualization, presentations and weekly updates. Ran and managed social media pages. Worked with upper level clients including Nike, Charles Schwab, and Stanford University.

### **Freelance**

*Jan. 2016 - Present*

#### **Graphic Design**

Worked on variety of projects from brand design, print design, layout, design mapping, UI/UX, photography, videography, and product design for clients such as Champaign County Recorder, Health and Human Services Innovation Incubator (HHSi2), Strupco Product Company, Underground Apex Chicago, and others.

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## Awards

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**8x All for One AbbVie Award Winner**  
AbbVie

**6x Make Possibilities Real Award Winner**  
AbbVie

**2x Agile & Accountable Award Winner**  
AbbVie

**Runner-Up Best Non-Technician Intern of the Year 2021**  
University of Illinois Research Park

**Summa Cum Laude**  
University of Illinois Research

**Best Music Venue 2022**  
The Daily Illini

**Best Live Music 2018**  
The Daily Illini

## Volunteer

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**AbbVie Culture Volunteer**  
Drove engagement and team collaboration. Welcomed and onboarded new hires. Led event coordination, planning and promotion for monthly social events. Documented, interviewed, recorded and edited promotional videos for company wide events.

**Pizza.FM Program Director**  
Created and maintained promotional material for student run radio program, such as newsletters, social media initiatives, and student outreach while monitoring, hosting, and supervising live shows and events.

## Volunteer

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**8 to Create Event Planning Committee**  
Organized, promoted and supervised events, booking artists, vendors and venues.

**Perimeter Road**

Created promotional deliverables and helped with product design and logistics coordination. Assisted in set up, recording, mixing, and mastering of studio sessions as audio engineer.

**The Collective Masgazine**

Part of layout team and event planning team booking artists and venues and setting up fundraising events.

**We Are Music + Art (WAMA)**

Founder and director of program. Organized and promoted events within the Champaign-Urbana (CU) music and art community. Created a board of community experts and advocates in the DIY music scene to help navigate and improve culture events within the the CU music scene. Created and provided guidelines and resources for new participants. In house sound mixer for venues including IMC, Blackbird, Canopy Club, and others.

**The Senator**

Head of layout team for student newspaper as well as comic artist. Worked on tight deadlines to deliver physical prints weekly.

**Alleyfest Chicago**

Hosted and ran community music festival. Booked artists and worked as live sound mixer for event.