

Matthew Waldinger

Graphic Designer / Audio Engineer / Photographer

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

matthewwaldingerportfolio.com

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.

Skills

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Adobe Express, Audition, Adobe Podcast, Sprout, 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, social media

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

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

Experience

Illinois Secretary of State Office

Apr. 2026 - Present

Social Media Designer

Led design initiatives, managed creative workflows, and developed high-impact social media campaigns while collaborating cross-functionally to ensure brand consistency and deliver data-driven creative solutions on schedule.

Photographer/Videographer

Produced high-quality photo and video content for digital and social media platforms.

AbbVie

Nov. 2020 - Oct. 2025

Creative Director/Lead/Editor

Directed brand development, pitched creative solutions to stakeholders, and designed layouts, advertisements, and publication cover art.

Designer

Created logos, illustrations, data visualizations, UI/UX designs, and digital assets for web and print.

Marketing and Communication

Specialist

Managed marketing campaigns, conducted user and competitor research, developed training materials, and analyzed user insights to improve engagement.

Photographer/Videographer/Audio Engineer

Produced photo, video, and audio content including interviews, editing, animation, and post-production for internal and external communications.

Experience

Office of Undergraduate Research

Aug. 2020 - Aug. 2021

Research Ambassador

Mentored incoming students, conducted higher education research, identified improvement opportunities, and developed user-centered design solutions through research, prototyping, and testing.

GameDay Spirit

Aug. 2017 - Dec. 2020

Graphic Design Intern

Designed marketing graphics, merchandise, and web layouts; collaborated on social media campaigns; photographed products and models; and produced videos.

Assistant Manager

Managed daily retail operations, inventory, financial records, and promotional events.

RoomReady

May 2018 - Aug. 2018

Graphic Design Intern

Created marketing materials, data visualizations, presentations, and social media content while supporting clients including Nike, Charles Schwab, and Stanford University.

Freelance

Jan. 2016 - Present

Graphic Design

Delivered branding, print, UI/UX, product, photography, and video solutions for clients including Champaign County Recorder, Health & Human Services Innovation Incubator (HHSi2), and Strupco Product Company.

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Awards

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

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

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 Magazine
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 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.