



MATHEW PERDIGUERRA

GRAPHIC & WEB DESIGNER

EXPERIENCE

WISH – COMMUNICATIONS DESIGNER

OCTOBER 2023 – PRESENT | SAN FRANCISCO, CALIFORNIA

Generated and designed assets for internal tools partnerships, website assets, email, social media, banner ads, print-based collateral and other tasks as needed for a variety of teams/marketing partners. Produced pixel-perfect creatives that clearly communicated value propositions and helped build and reinforce Wish's brand identity. Executed production heavy work with templates including changing of assets, editing existing materials including digital banners, social statics, and more.

JANIE AND JACK – WEB DESIGNER

SEPTEMBER 2022 – JUNE 2023 | SAN FRANCISCO, CALIFORNIA

Translated business and marketing objectives into designs that were clear, compelling, visually exciting, easy-to-use and emotionally engaging. Produced design specifications, scenarios, and design prototypes for e-commerce website, email campaigns, and online marketing. Worked closely with copywriters and business partners to design original layouts on a tight schedule, Worked with web production to assure all creative assets adhered to proper responsive standards for email and site.

OLD NAVY – ASSOCIATE GRAPHIC DESIGNER

MARCH 2021 – AUGUST 2022 | SAN FRANCISCO, CALIFORNIA

Developed innovative design solutions for marketing materials: digital emails, promos, signage, and site banners. Designed weekly campaigns using templates, style guides, and toolkits, with an understanding of brand standards. Reviewed and approved mechanical files produced by production artists. Juggled multiple projects, independently managed workload, and delivered work on time.

CONTACT

Vallejo, CA
mathewperdiguerra.com
mathewperdiguerra@gmail.com
707.310.3140

ADOBE SOFTWARE

Photoshop
Illustrator
XD
InDesign
After Effects
Premiere
Dreamweaver
Audition

LANGUAGES

HTML5
CSS3
JavaScript
jQuery
Git

OTHER SOFTWARE

Figma
Sketch
InVision
Final Cut
Audacity
Moveable Ink
Balsamiq
Microsoft Office

GAP INC. – ASSOCIATE WEB DESIGNER / PRODUCTION ARTIST

JUNE 2019 – MAY 2020 | SAN FRANCISCO, CALIFORNIA

Developed innovative design solutions for marketing materials: digital emails, promos, and site banners. Ensured creative assets were prepared, error-free, optimized, and sliced for production adhering to web production quality standards. Assumed ownership of projects from hand-off through launch date. Maintained integrity of the creative concept through project launches. Acted as a technical liaison between the design team, production, and web development. Maintained personal daily and weekly production schedule to ensure assets were delivered on time. Assisted in quality control of design deliverables.

GAP INC. – ASSOCIATE EMAIL PRODUCER

AUGUST 2018 – JUNE 2019 | SAN FRANCISCO, CALIFORNIA

Prepared, optimized, and sliced email assets to create Movable Ink build-ready files. Built error-free email content adhering to quality standards. Made necessary builds met deadlines. Assessed processes and communication methods of delivery schedule to identify improvement areas and worked with manager to implement change where needed.

EDUCATION

ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO

MARCH 2018 | SAN FRANCISCO, CALIFORNIA

BACHELOR OF SCIENCE IN GRAPHIC AND WEB DESIGN

Achievements: Best Graphic Design Portfolio/Best Portfolio Overall – Winter 2018

UNIVERSITY OF THE PACIFIC

JANUARY 2014 | STOCKTON, CALIFORNIA

Courses in Observational Drawing and Design Fundamentals