



the matt pearce

circa 1990

Matthew P. Anderson

✉ matt@8bitrex.com

☎ 763-258-3484

🌐 themattpearce.com (personal)

🌐 8bitrex.com (professional)

Education

St Cloud State University

2010-2013

- BFA with Emphasis on Graphic Design
- Minored in Communication Studies

Anoka Ramsey Community College

2009-2010

- General Studies

About

Personality

- Responsible
- Self-motivated
- Continuous-learner
- Detail-oriented
- Empathetic

Hobbies and Interests

- Playing Music
- Drawing and painting
- Personal Development (reading and podcasts)
- Sci-fi literature/comic books
- Movies
- Running and weight-lifting

Goals

- Foster to adopt
- Write and illustrate a children's book series
- Run the Grandma's Marathon in Duluth, MN

Experience

Founder, Partner & CCO | 8-bit Rex

March 2018-Present

- Responsible for brand identity and creative direction
- Built and maintains company website
- Oversees project management and is responsible for sales and account management
- Creates and manages branding, marketing materials (print and digital), websites, and email marketing for clients

Freelance Illustrator | The Matt Pearce

March 2018-Present

- Illustration for three children's books

Owner | Pearce Studio

2015-March 2018

- Specialized in logo design, branding and illustration
- Grew from sole-proprietor to bringing three contractors to expand services into digital marketing

Graphic Designer | Laura Rike (formerly Envizion Advertising)

2015-2016

- Developed branding and logos for clients and created brand materials, including sell sheets, PDF forms, ebooks). Worked on both internal and external projects

Web intern | Gaslight Creative

May-August 2013

- Responsible for designing website templates, developing in Wordpress and graphics.
- Also assisted on several branding & marketing projects.

Freelance Graphic Designer

2009-2015

- Worked with multiple clients to develop a variety of design solutions including brand identity, web design, print design and marketing collateral, animation, cartooning

Social

in mattpearceanderson

🐦 @theMattPearce

📷 @the_mattpearce

f themattpearce

Skills

Adobe Creative Suite

- Adept in Photoshop, Illustrator, Indesign, After Effects, Premiere and XD

Web Design and Development

- Wordpress, HTML and CSS
- Currently learning PHP & Javascript/JQuery

Project and Account Management

- Proficient in using multiple platforms and software (including G Suite, monday.com and Hubspot) to manage project deadlines, teams, accounts and business development

Hand-lettering, Illustration and Animation

- Highly skilled and passionate about illustrative work, and has created hand-drawn GIFs and traditional animation, as well as motion graphics

References

Can provide upon request

Certifications

Hubspot Sales Certified
Google AdWords Certified