



Matt Finlay  
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## SUMMARY

I am a writer, designer, and artist building visual/literary narratives for brands, ideas, initiatives, and individuals. You can find my full portfolio and a more detailed CV at <http://mattfinlay.info>

## WORK EXPERIENCE

### *Vysk Communications – San Antonio, TX*

**SENIOR DESIGNER** (2016-) Built corporate brand guidelines, wrote/edited sales & marketing copy (distilling complex technical themes), created videos and motion graphics, implemented design automation processes, created submissions for privacy industry awards on behalf of Vysk (won several, including HPE-IAPP award).

**GRAPHIC DESIGNER** (2015-2016) Designed luxury packaging for Vysk hardware products (working alongside international vendors), laid out marketing/sales collateral, designed quick start guides, used 3D programs to model the products in virtual contexts, created web design comps, built digital typefaces to accommodate multiple languages, worked on high-end retouching for fashion-style photo shoots, created technical vector illustrations.

### *Toolbox Studios – San Antonio, TX*

**DESIGN INTERN** (2011-2013) Created web design comps, maintained internal wiki, helped design and write children's book iPad app ("Noah's Ark"), assisted with design of book and newspaper layouts (incl. *Wall Street Journal Classroom Edition*).

### *Carnegie Mellon University Press – Pittsburgh, PA*

**BOOK DESIGN INTERN** (2013-14) Designed interiors of three poetry books: *How I Went Red* (2014, Maggie Glover), *The Voices* (2015, Michael D. Browne), *Where Are We in This Story?* (2015, Sarah Rosenblatt).

### *Tepper School of Business – Pittsburgh, PA*

**TEACHING ASST.** (2013-2014) for 2 courses: *Publishing in the Information Age* and *Graphic Media Mgmt.* Led weekly lab sessions to teach Adobe InDesign and Photoshop. Coordinated production and design of textbooks containing students' final research papers.

## EDUCATION

### *Carnegie Mellon University*

**BACHELOR'S DEGREE** (2014) in creative writing; minor in history. Received Dietrich College & University Honors. Completed Nagin Award-winning Senior Honors Thesis project. Final QPA of 3.9.

## SCHOLARLY & PROFESSIONAL ORGS

### *Carnegie Mellon Astronomy Club*

**PRESIDENT** (2011-14) managed officers, built brand guide, built and designed booths at CMU Spring Carnival, managed/grew budget, researched/purchased equipment, built social media presence.

### *Oakland Review Literary Journal*

**EDITOR-IN-CHIEF** (2012-13) Led production of CMU's undergrad/alumni lit. journal, managed officers, Designed interior/exterior of six journal editions (three alumni, three undergrad editions).

### *Our Pittsburgh Constellation*

**DESIGNER/COLLABORATOR** (2015-) for a Pittsburgh-area astronomy community outreach website. Designed, illustrated and built a website that includes a customized google map (made with fusion table) and contest submission platform.

### *Sigma Tau Delta*

**VICE PRESIDENT** (2012-13) of English Honor Society, Omega Tau chapter. Organized literary events for club and campus community.

## SKILLS

### *Design, Writing, Creative Direction, & Illustration*

Highly proficient in creative/professional writing and design for print/online media. Specialization in building visual and literary narratives. Highly proficient in InDesign, Illustrator, Photoshop, Lightroom. Experienced in web design (HTML/CSS, Foundation responsive framework, email design), Cinema 4D Lite, Premiere Pro, After Effects, Processing, Sketchup, Canon software.