


Brad Matsushita

(*maw-tsu-shita*)

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 408.396.4234

EDUCATION

California Polytechnic State University San Luis Obispo

BFA in Art & Design

Concentration Graphic Design

September 2008–June 2012

TECHNICAL SKILLS

Software Expertise:

Figma, Photoshop, Illustrator, InDesign, After Effects, Sketch, InVision, Keynote, Google Suite, Powerpoint

Other:

Proficiency in HTML5, CSS3, and Wordpress; UX prototyping in Figma, Keynote, and InVision; basic After Effects animation and video editing

OTHER INTERESTS

Trail running, the outdoors, nutrition, open water swimming, illustration, lettering, paper crafts, baking, self-improvement

SOCIAL

 [linkedin.com/in/bradmatsushita](https://www.linkedin.com/in/bradmatsushita)

 dribbble.com/brad_matsushita

EXPERIENCE

Auth0 Inc.

- Collaborated with a global team of product and visual designers to create brand materials across all marketing touchpoints
- Primary designer supporting experimentation across web properties; the creation of new landing pages and microsites; and the user testing, UX refinement, and launch of an internal custom page builder tool.

Senior Visual Designer I August 2020 – Present

Visual Designer II January 2019 – August 2020

Medallia Inc.

- Lead redesign of the medallia.com website, establishing UX, typographic, image, and illustration guidelines, helping expand our audience from 83k to 153k monthly visitors
- Created visual brand and assets for a global customer conference from signage, collateral, to main stage content as the event grew from 300 to 1200 attendees
- Art directed projects from agency partners to deliver quality work for lead generation, ABM, events, and research teams

Art Director October 2017–June 2018

Senior Visual Designer July 2015–October 2017

Visual Designer June 2014–July 2015

Etna Interactive

- Designed website templates and social media assets for clients in the healthcare sector

Web Designer March 2013–December 2013

Rosetta/LEVEL Studios

- Designed website and app assets, icons, and interactive books for technology, retail, and publishing clients

Designer June 2012–March 2013

Flex Design Intern January 2012–June 2012