

MATT SCHRADER

MARKETING ART & VISUAL DESIGN LEAD

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PROFILE

Hello! I am a lead Marketing Artist and Senior Visual Designer from the West Suburbs of Chicago, currently working on the XBX/PS console team at Wargaming Chicago. I own over 15 years of experience in digital art and visual design, and over 5 years in AAA gaming. I have strong experience in creative AI applications and process and workflow optimization.

WORK EXPERIENCE

Wargaming 2023 - + Marketing Art Director / Senior Visual Designer (Publishing)

- Act as a liaison for creative between UI teams, 3D teams, external agencies and Publishing
- Responsible for art direction of player facing internal and external agency art assets, select UI assets, and design team marketing assets
- Manage and mentor a team of designers - Nurturing their growth with empathetic feedback, process improvements and the latest trends and technical breakthroughs in art and design. (Plugins, Scripts, AI news etc)

2022 - 23 + Visual Designer / Marketing Artist (Publishing)

- Backed many Publishing team campaign efforts with effective visual communication and the creation of key art. Assets were marketed across media such as sponsored ads, social media posts, video trailers, Twitch streams, DLC cover art, as well as in-game UI and splash screens.
- CTR of paid media ads as high as 15%
- Created several key art assets which incorporated multiple licenses and intellectual property. WWE, Hot Wheels, G.I. Joe, KISS, WH40K, Dune and many more.

2020 - 21 + Visual Designer (Digital Experience)

Athletico 2016 - 20 + Visual Designer

- Responsible for creating marketing collateral for over 1000 clinic locations across 25 states.
- Collaborated with major agencies such as IDEO and INWK, as well as professional sports organizations including the NFL, NHL, NBA and MLB.

Freelance 2011 - 16 Visual Artist & Designer

VOLUNTEER

Amir Satvat Community Mentor 2024-

Help guide artists and designers with honest feedback, support, and insight to help them grow faster and go further in the Gaming Industry.

Design Like Mad 2016

Design Like Mad is an annual event that brings together experienced handpicked designers to provide pro-bono, design work for deserving, local non-profit organizations.

SKILLS

General Art & Design



Illustrator, Photoshop, InDesign, XD, AfterEffects, Acrobat

3D Art & Design



Painter, Blender, Unreal, Gaea 2

AI Tools



ChatGPT, Claude, Gemini, ComfyUI, Midjourney, Cursor, Krea, Github, Runway, Veo, Huggingface, CivitAI, Runpod, Suno, Topaz Suite, Magnific, Scenario
(and many more!)

Misc.



Microsoft Office, Perforce, JIRA, Confluence, OSX, Windows, Google CoLab

EDUCATION

Self Motivated Learning

Rebelway, School of Motion, Youtube, LinkedIn Learning, Skillshare, Superprof, Artstation, many others
2016 -

Portland State University

Graphic Design
2014-2016

Lansing Community College

Visual Arts and Media
2007-2009