

MATTHEW SCHRADER

PORTFOLIO: WWW.SCHRADERVISUALS.COM

SENIOR GRAPHIC DESIGNER, MARKETING ARTIST & CREATIVE CODER

503-927-7595 / Schradervisuals@gmail.com / linkedin.com/in/msvisuals / Naperville, IL

PROFILE

Hello, I am a senior-level graphic designer and 2D/3D digital artist with more than 15 years of experience, including art direction and creative leadership. I specialize in identifying and eliminating the pain points that creative teams face. I am also a strong advocate for working smarter, which has directed my methodology toward procedural design, scalable brand systems, and practical applications of creative AI. I prefer to design in the same way I lead: with curiosity, empathy, and intent.

EXPERIENCE

Wargaming

AAA free-to-play game developer and publisher behind World of Tanks and World of Warships.

Principal Marketing Artist & Graphic Design Lead · Jan 2024 – Apr 2026

- Owned art direction of player-facing key art, select UI assets, and design-team marketing across the console franchise, acting as creative liaison between teams like UI, AI, 3D, external agencies, and Publishing.
- Led and mentored a creative team, guiding process and fostering growth.
- Drove the creative behind a recovery campaign that increased the game's rating from 3.83 to 4.18.
- Served as a primary point of contact to Wargaming's internal AI R&D team, bridging traditional art production and creative AI to back the development of procedural, systemized artist workflows for entire creative teams.

Senior Graphic Designer · Jan 2021 – Jan 2024

- Forged creative assets across ~40 seasons and 15+ tentpole events on World of Tanks Console. This includes key art, paid media ads, cinematic assets, in-game UI, and splash screens.
- Collaborated with artists and directors from multiple licenses and IP: WWE, Hot Wheels, G.I. Joe, KISS, WH40K, Dune, and many more.
- Increased World of Tanks Modern Armor paid media CTRs by 300% with informed A/B experimentation.

Graphic Designer · Apr 2020 – Jan 2021

- Designed digital creative supporting the World of Tanks and Wargaming web portals, franchise websites, Twitch streams and other off-game player experiences.

EXPERIENCE (CONT.)

Athletico

National physical therapy and rehabilitation provider with 900+ clinics across the U.S.

Graphic Designer · Jul 2016 – Apr 2020

- Created marketing collateral for over 900 clinic locations across 25 states.
- Collaborated with major agencies such as IDEO and INWK, and with professional sports organizations including the NFL, NHL, NBA, and MLB.

Freelance

Independent art and design services to select project-based engagements.

Graphic Artist & Designer · 2011 – Present

- Manage an eCommerce drop shipping business.
- Develop software plugins for creative software (Adobe, Blender, etc.) for online marketplace sale.

SKILLS & TOOLS

General Art & Design

Illustrator, Photoshop, InDesign, Premiere, Figma, After Effects, Acrobat

3D Art & Design

Substance Painter, Blender, Unreal Engine, Gaea 2

Creative AI

Deep fluency across frontier AI image (Midjourney etc.), video (Veo, Runway etc.), text (all major LLMs), code (Cursor & Claude Code), and 3D generation (Meshy and others), plus custom pipeline-building in ComfyUI.

Workflow & Misc.

Microsoft Office, Perforce, JIRA, Confluence, macOS, Windows, Google Colab

EDUCATION

Portland State University

Graphic Design

Sep 2014 – Jun 2016

Lansing Community College

Visual Arts & Media

May 2007 – May 2009

Continued Education

Rebelway, School of Motion, LinkedIn Learning, Skillshare, Superprof, ArtStation, and many others

COMMUNITY & MENTORSHIP

Amir Satvat Community Mentor

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

An annual event bringing together handpicked, experienced designers to provide pro-bono design work for deserving local non-profit organizations.