



Matt Pennetti, Design

hello@ashleighroad.com · Portfolio: ashleighroad.com

Fine Visual Goods & Creative Strategy

Experience

Ashleigh Road Co. Creative Director

2022 — Present

Creative direction and brand design for enterprise and consumer clients. Experiential, brand identity, executive presentations, campaigns, PR and internal visual communications. AI tools are part of the daily workflow.

Groupon

Communications Art Director

2015 — 2022

Built the visual systems for internal, PR, and non-consumer external communications. Creative strategy for investor, shareholder, and executive presentations. Internal campaigns that improved employee engagement and newsletter open rates. Creation of visuals to accompany press releases that were picked up by local news and online media outlets. Creative director for PR campaigns for April Fools.

Jellyvision

Senior Art Director

2014 — 2015

Redesigned SaaS benefits platform to be mobile-first modern. Refreshed visual identity and brand. Led a team of 3 designers, front-end designer, and UX designer. Creative direction for OOH marketing campaigns.

Groupon

Art Director, Global Marketing

2011 — 2014

Built the global display marketing team of 4 designers. Art direction and creative strategy for display advertising tailored to region, city, and events. Improved conversion and purchase rate. Created an internship program and expanded internal design support for events and sales.

Manifest Digital Motion Designer

2009 — 2011

Created interactive games, motion graphics, video, and shareable content for global consumer brands. Storyboarding, art direction, video editing, animation.

Publications International Visual Designer

2006 — 2009

Animated 2D and 3D video production for interactive children's books with licensed characters. Some packaging design and illustration.

Skills

Market-standard design software · OOH, digital, experiential, social content · PR, internal, external, and shareholder presentations · Motion graphics and animation, some video production · Decent photographer · Mid-level AI tools

Education

BFA Computer Art
Savannah College of Art
and Design
2005

