

Chase Hart

Multidisciplinary Graphic Designer

I'm a multidisciplinary designer with extensive experience leading rebrands and managing brand systems across diverse industries. I specialize in building scalable visual systems, producing high-impact marketing collateral, and partnering with external agencies to drive cohesive creative execution. My expertise in multi-platform visual communication and creative direction enables me to translate complex products into clear, compelling narratives for targeted audiences.

Experience

2021 - CURRENT

Matroid Inc. - Palo Alto, CA

LEAD GRAPHIC DESIGNER

Built a scalable, multidisciplinary marketing system translating a complex AI computer vision platform into compelling narratives for enterprise clients. Led integrated campaigns and viral content initiatives as internal creative lead, driving brand authority and measurable sales growth.

- Developed the brand/website into a cohesive visual identity.
- Built scalable collateral simplifying complex AI technology.
- Led external agencies to ensure brand consistency.

Outside-In - Aptos, CA

GRAPHIC DESIGNER

Served as in-house designer, leading a full rebrand that boosted customer traffic and sales among long-term clientele. Expanded the rebrand to sister stores, Imagitorium (toy store) and True Olive Connection (premium olive oil retailer), ensuring visual cohesion while engaging staff and studying the target audience to drive adoption and enhance the in-store experience.

- Led a full rebrand, boosting customer traffic and sales.
- Expanded the rebrand to sister stores for visual cohesion.
- Engaged staff and studied the audience to drive adoption.

Reed Art & Imaging - Denver CO

PRINTER

Met with professional photography and fine art clients to review original artwork and guide projects from intake to final production. Photographed and color-corrected files, produced large-scale prints, and managed finishing processes

- Led fine art projects from intake to final production.
- Photographed and color-corrected large-format prints.
- Managed printing and finishing across multiple mediums.

2019 - 2021

2018 - 2019

CONTACT

chhartdesigns@gmail.com
408.500.8881
chasehartdesigns.com
Bay Area, CA

EDUCATION

2016 - 2019

BFA in Graphic Design

Rocky Mountain College of Art & Design

2012 - 2016

Diploma

San Lorenzo Valley High School

SKILLS

- Brand Identities
- Brand Management
- Marketing Collateral
- Web design & Management
- Video editing & animation
- Graphic Illustrations
- Digital Printing
- Project Management
- Marketing Campaigns

PROGRAMS

- Adobe creative Suite
- Figma
- Wordpress
- Beaver Builder
- Brizy
- Wix/Squarespace
- Procreate

AWARDS & HONORS

2016

National portfolio day scholarship

2016

Artistic & academic scholarship

2016-2019

Presidents & deans list honors

Professional References

ALASDAIR DENT

VP of Spare Parts Sales, Applied Materials

408.656.0655

alasdairdent@gmail.com

JEFF ZELLER

Director of Customer Relations, Matroid

720.878.3482

jeff.zeller@matroid.com

BONNIE LEBLONC

Strategic & Executive Partnership, Driving Leadership

858.352.8914

bonnieleblanc2011@gmail.com

JOHN GODDARD

Director of Front End Development, Matroid

john@matroid.com

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Contact info:

chasehartdesigns@gmail.com

408.500.8881

www.chasehartdesigns.com

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