

Mateo Smith

Graphic Designer

mateosmithdesign.com | info@mateosmithdesign.com | (757) 383-0724 | New York, New York

Designer with 4+ years building brands and campaigns for some of the biggest names in sports, music, and culture.

Everything I make is rooted in a lifelong obsession with culture and that obsession doesn't turn off.

EXPERIENCE

Graphic Designer | Cogent World

June 2025 - May 2026

- Designed experiential activations for **major brands** including Corona, Modelo, Steve Madden, Uniqlo, and the NCAA across professional sports, college sports, major festivals, and cultural events, delivering **10+ activations in 9 months**.
- Created large-scale brand activations from **concept to execution**, including vehicle wraps, signage systems, custom merchandise, branded environments, and event graphics built to precise dimensional specifications, supporting campaigns that reached up to **15,000 event attendees**.
- Produced 50+ merchandise items including apparel, accessories, and branded goods across client campaigns, managing every piece from concept through production-ready files.

Graphic Designer / Digital Marketer | Utmost Co.

January 2025 - May 2025

- Designed **impactful logos** and graphics for the Spring 2025 collection that aligned with the brand's streetwear aesthetic, generating **positive customer feedback** and contributing to a **15% increase** in social media engagement within the first month.
- Created and optimized compelling **visual content** for **Meta advertising campaigns independently**, resulting in a **17% higher click-through rate** than industry average and driving measurable growth in conversion metrics for seasonal product launches.
- Developed and executed email marketing campaigns achieving a **34% open rate** and **12% conversion rate**, exceeding **industry benchmarks by 8%**.

Graphic Designer (Freelance)

August 2024 - Present

91+9 Agency (2026)

- Commissioned to redesign the iconic Jitlada restaurant sign in Los Angeles for **JID's Grammy nomination dinner**, creating a custom "**JIDLada**" lockup that honored the original design while celebrating the artist's milestone, executed on a **tight timeline for a high-profile celebrity event**.

Hydrate NOW (August 2024 - December 2024)

- Led** the art direction and graphic design efforts for Hydrate Now, ensuring **all creative outputs align with the brand's mission and visual identity**.
- Oversaw the rebranding process**, redesigning company colors, fonts, and visual elements to create a **cohesive and impactful aesthetic**.

EDUCATION

Virginia Commonwealth University

Richmond, Virginia

Major: Bachelor of Science in Advertising

May 2024

CERTIFICATIONS

Adobe Graphic Designer Professional

2025

LANGUAGES

English

Native / Bilingual

Spanish

Native / Bilingual

SKILLS

Adobe Creative Suite

Figma

Keynote

Large Format Print

Experiential Design

Art Direction

Brand Identity

Merchandise Design

Video Editing