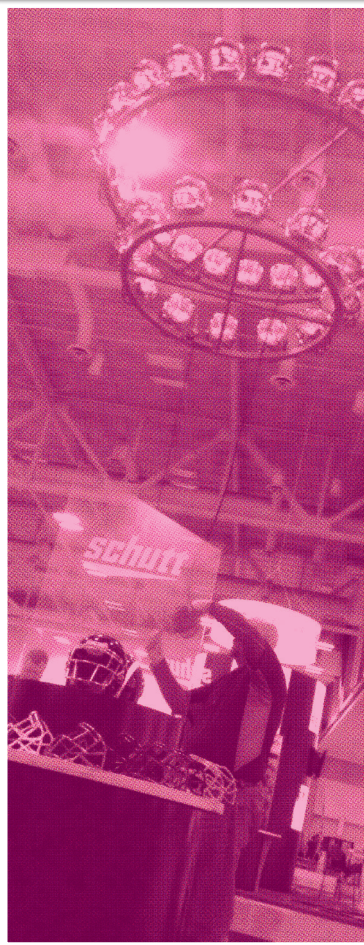


MATT SENIOUR



Item 1a. **2025 Creative Service Portfolio**

HELLO

THERE.



My name is Matt, and I am an interdisciplinary designer with a decade of experience crafting innovative creative solutions for both brands and people. My work spans print and digital design, from environmental branding and wayfinding signage to larger team-lead endeavors such as brand catalogs and direct-mail campaigns. As a Project Manager, I thrive on blending strategy with creativity to build meaningful creative projects built on a foundation of visual communication.

When I am lucky enough to be teaching design in a classroom setting, I place a heavy amount of emphasis on design as a humanistic approach to visual communication. We are all natural-born storytellers, and where languages may fail us- solid design fundamentals can transcend all manner of bias. I think that's pretty awesome, and a big part of why I got into creative design work in the first place.

Outside of my professional work, I love creating interactive experiences with other talented folks in the greater St. Louis area. Whether it's for clients like Google Arts & Culture, children's museums, or consoles like Xbox— interactive design brings visual storytelling and engagement to new dimensions and, I might add, a whole lot of fun to see in action as others engage.

Item 2a. **Instructor: Typography Class @ Lindenwood**



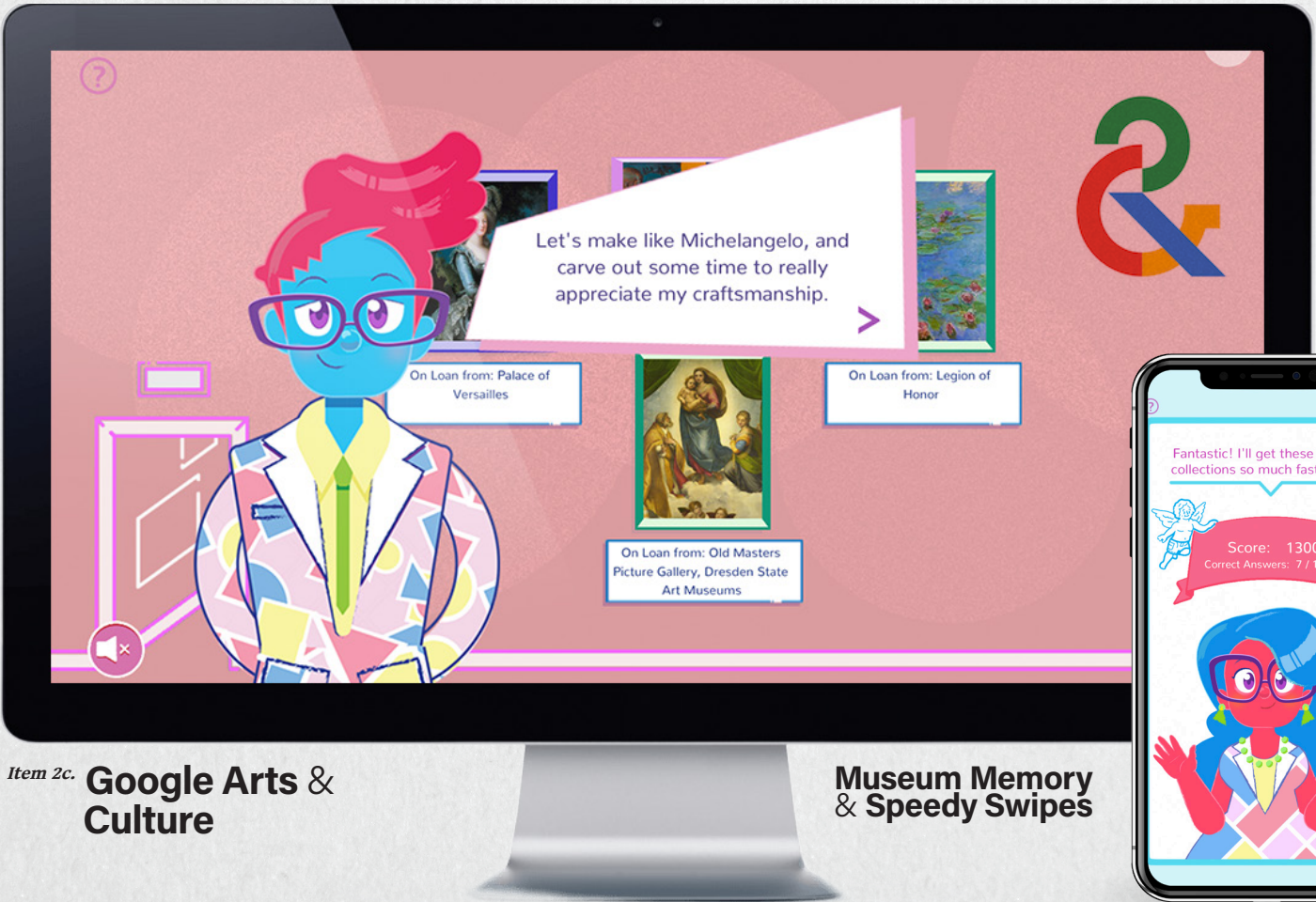
ME



Item 2b. **BattleCakes**
on Xbox & Steam



Pendleton P. Hone	16/16	Honeybun	100%
Red Velvet	14/14	Honeybun	100%
Midnite Truffle	10/10	Honeybun	100%



Item 2c. **Google Arts & Culture**

Museum Memory & Speedy Swipes

McKendree

University



Responsibilities

- Create and oversee the production of custom print and digital materials for campus partners including brochures, magazines & catalogs, advertisements, social media content, photography and video production.
- Partner with campus partners to develop institutional campaigns for recruitment, fundraising, and campus community engagement.
- Project manage ad-hoc teams of other creative professionals in the production of large-scale projects that require many contributions to ensure success including institutional publications, constituent communication and university advancement initiatives.

Key Accomplishments

- Led the development and launch of *The McKendree*; McKendree's new flagship magazine that showcases the university's achievements and fosters constituency engagement.
- Strategically implemented a new, mascot-focused brand initiative to support university admission efforts, overseeing all aspects of design, from concept to final execution.
- Fashioned the visual language and voice for the university's official philanthropy-based giving day campaign comprised of print, digital and video communications that have seen continuous growth year after year.
- Directed the Integration of Drone Photography Protocols that ensured the university's MARCOM department was operating within FAA standards, allowing us the ability to market and showcase the campus community from above as well as on the ground.

Item 3a. Institutional Communication // The McKendreean



- A.** Admission Support
- B.** Institutional Communication
- C.** Campus Community Initiatives
- D.** Development Solutions

Scan the QR code and get the latest from Ames, manage your Bogy Bucks and so much more!



A



B



C



D



That '70s HOMECOMING

An Out-of-Sight Homecoming for All Ages

McKendree couldn't have asked for a more perfect day to welcome alumni back to their college pad for the weekend. With clear skies bedecked with a billow of beautiful bubbles from a bubble bus, Bearcats from all over played games, cooked out, enjoyed tasty selections from a fleet of food trucks, boogied down to some tunes, and sported groovy threads all day long. Fans booked it to Leemon Field to watch the football team claim victory over the Missouri S&T Miners. For the first time ever, campus tours were given so Bearcats could get the lowdown on all the latest happenings on campus, and speech and debate alumni reunited to celebrate Coach Joe Blasdel's 20th anniversary. Totally groovy, Bearcats!



2023 Peter Akers Award
Dan Lett '91

Dan earned a degree in business administration and was involved in the Pi Lambda Tau fraternity and the soccer team at McKendree. After graduating, he went on to earn his law degree from Southern Illinois University Carbondale in 1984 and an executive master's degree in international business from Saint Louis University in 2004.

A resident of St. Louis, Mo, Dan has been the executive vice president for corporate development and general counsel at Burt Distribution since 1998. He has also served as the Board of Governors' president at the Missouri Athletic Club and has been an essential member of the Board of Trustees at McKendree University since 1999. A member of the William McKendree Society, Dan has served on the Alumni Association Board of Directors, having been its president from 1999 to 2003. He was also inducted into McKendree's Academy of Excellence in 2010 and received its Loyal Service Award in 2003.

Recently, Dan was honored during McKendree's commencement with a Doctor of Humane Letters honorary degree for his service, insight, leadership, philanthropic support, and commitment to his alma mater as its outgoing Board of Trustees chairman.



2023 Loyal Service Award
Jim Forrier '65

Jim graduated from McKendree with a bachelor's degree in English. He was the editor of *The McKendree Review*, the president of the Student Education Association, and a member of Sigma Tau Delta English Honor Society, Student Government, and the men's tennis team. He went on to earn his Master of Secondary Education degree from Southern Illinois University - Edwardsville.

A resident of Belleville, Ill, Jim was an English and reading teacher for Mascoutah Junior High, Belleville School District #118, West Junior High School, and Central Junior High School. He was also drafted into the U.S. Army in 1968, serving for two years. Additionally, he has coached track and soccer and won Coach of the Year in 1992 and Teacher of the Year in 1993. Jim has served McKendree in several capacities, including being a member, vice president and president of the Alumni Association Board and serving as a member of the Board of Directors. He is a member of the Bearcat Booster Club, the William McKendree Society, and a retired assistant tennis coach. He also volunteers his time for McKendree's men's and women's tennis teams regularly.

Item 3b. **Campus Community Initiatives**
The Hett Center for the Arts

THE Hett
REIMAGINED



Item 3c. **Admission Support** // Recruitment Videos & Print Materials



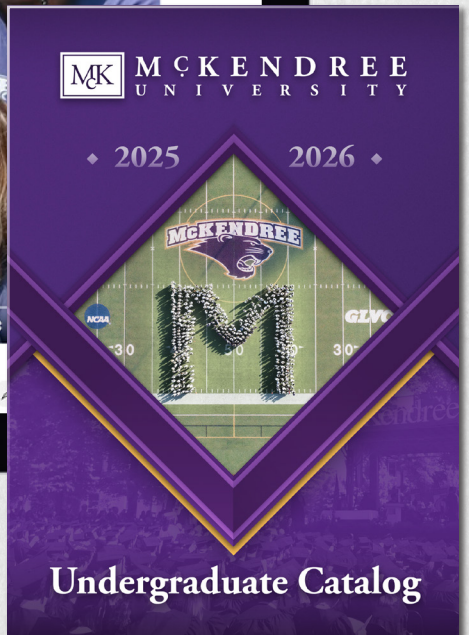
Enroll at McKendree University!

McKendree University
773 subscribers

Subscribe

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ONE MCKENDREE GIVING DAY

FEBRUARY 22, 2023



YES! I WILL SUPPORT MCKENDREE UNIVERSITY WITH A GIFT OF:

\$500.00
 \$1,000.00
 \$5,000.00
 Other: \$ _____

Please designate my gift for:

- Student Scholarships and Financial Aid
- Academic Instruction
- Student Services
- Where it is needed most
- Other:

Questions? Contact the Office of Development, Alumni and Parent Relations at (618) 537-6824 or annual_fund@mckendree.edu.

HAPPY BIRTHDAY MCKENDREE!

One McKendree Giving Day is the University's new annual giving day which will be recognized on February 22nd, during the founding week of our institution.

You are a vital part of the McKendree community. You have been a part of McKendree's history for **195** years!



JOIN THE CELEBRATION!

...and give back in honor of McKendree's 195th birthday!

In the month of February, we recognize the founding of McKendree University and celebrate philanthropy and all of the loyal Bearcats who have supported the institution for nearly two centuries!

YOUR GIFT MAKES ONE BIG IMPACT

The true McKendree experience depends upon the generosity of Bearcats like you!



COMMENCEMENT IS A SPECIAL TIME TO CELEBRATE ACHIEVEMENT.

It's also a time to express deep GRATITUDE. No one gets there alone! Faculty, mentors, friends, and family all help make this moment possible for our graduates, along with the support of donors like you.



MCKENDREE UNIVERSITY
Office of Development,
Alumni and Parent Relations
701 College Road
Lebanon, IL 62254



[Salutation][First Name][Last Name]
[STREET ADDRESS]
[CITY] [STATE] [ZIP CODE]

WE ARE ONE MCKENDREE

D4_Appeal_2022_R2.indd 2



Kranos Corp.



Responsibilities

- Oversee the production and distribution of all product catalogs and online sales assets for the Corporate portfolio family of sports brands including Schutt, Adams, Trace, Smitty, and more.
- Work closely with product research and development team to develop new product and packaging designs for all brands selling product at retail as well as direct sales and reconditioning.
- Provided innovate marketing design solutions to executive level communicators and key stakeholders including the President and Vice President of Operations.



Key Accomplishments

- Created unique, immersive brand experiences for trade expositions and sales meetings with regard to Schutt Sports, an internationally recognized leader in sports protection technology.
- Directed a small team of designers to help implement a new product photography workflow designed to support an online product customization portal.
- Spearheaded the branding and package design of Schutt's most successful helmet roll-out, generating a massive spike in brand visibility at retail locations and a marked increase in sales.
- Provided key design support in the development and launch of dye-sublimated graphic apparel line including physical samples, digital media for web and social media, and printed sales collateral.

Item 4a. Interactive Helmet Sales App



Custom Uniform Production

WE WANT YOUR HELMET

2016 TRADE IN / TRADE UP PROGRAM
September 1 2016 - November 18 2016

Custom options and upgrades available on all models for an additional upcharge. For each helmet you trade in, take advantage of these great prices. Includes helmet, facemask (Titanium for Z10 & Q10 Models) and hard cup chin strap.

Vengeance Pro Starting at: \$165.00	Vengeance VTD II Starting at: \$179.00	AIR XP Pro VTD II Starting at: \$179.00	Vengeance Z10 Starting at: \$249.00	AIR XP Pro Q10 Starting at: \$249.00
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Item 4b. #scienceofdomination Retail Campaign Rollout

YOUTH VENGEANCE Z10

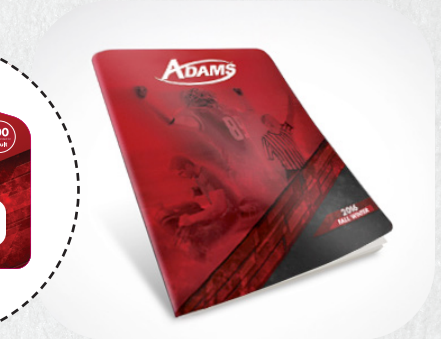
SUPER LIGHT JUST UNDER 3 LBS!

Item 4c. Vengeance Product Package Rollout

Item 4d. Outdoor Branding



Item 4e. Adams Product Rebrand



3" Slot

Push to Close

Instructions

- Place mouth guard in lukewarm water for 30 seconds.
- Place mouth guard in cold water for 30 seconds.
- Place mouth guard around upper teeth. Secure mouth guard by pressing upper teeth with tongue and pressing lips and cheeks with fingers.
- Slowly rock head downwards and water. Keep in for 30 seconds. Please wait 1 hour to reinsert.

Identernity Certificate

When used with the Adams mouth guard, the user agrees to indemnify and hold Adams harmless from all claims, damages, losses and expenses, including reasonable attorneys' fees, arising from the use of the Adams mouth guard. Adams warrants the user's identity for the duration of the warranty period.

1. I warrant that I am the user of the Adams mouth guard.

2. I warrant that I am the user of the Adams mouth guard.

3. I warrant that I am the user of the Adams mouth guard.

4. I warrant that I am the user of the Adams mouth guard.

5. I warrant that I am the user of the Adams mouth guard.

6. I warrant that I am the user of the Adams mouth guard.

7. I warrant that I am the user of the Adams mouth guard.

8. I warrant that I am the user of the Adams mouth guard.

9. I warrant that I am the user of the Adams mouth guard.

10. I warrant that I am the user of the Adams mouth guard.

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

DATE: _____

WARNING: This is not a toy. It is not intended for use by children under the age of 14. It is not intended for use by children under the age of 14.





schutt
SPORTS



schutt
SPORTS

2016 Football Catalog

S3 CATCHERS GEAR

Fitting instructions are available on Page 70.



S3.5 REVERSIBLE CHEST PROTECTOR

NEW!

12707206CC SIZE: 12"	12707306CC SIZE: 13"	12707506CC SIZE: 15"	12707606CC SIZE: 16"
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S3.2 MULTI-FLEX LEG GUARDS

12649306CC SIZE: 13"	12649406CC SIZE: 14"	12649506CC SIZE: 16"	12649706CC SIZE: 17"
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CONFIGURE YOUR ORDER # 41

SYSTEM FEATURES

- REVERSIBLE**
The S3.5 features a Schutt exclusive design that allows you wear the same protector at home and away.
- BREATHABLE CONTOUR DESIGN**
Completely breathable construction with optimal coverage for baseball and softball players that wraps around the ribs, while also creating a "dead zone" in the blocking area.
- RANGE OF MOTION**
Full coverage while allowing maximum range of motion.
- NEW V-BACK HARNESS SYSTEM**
Connects further down the back creating a more secure fit and less movement when throwing or blocking. New design allows more adjustability.



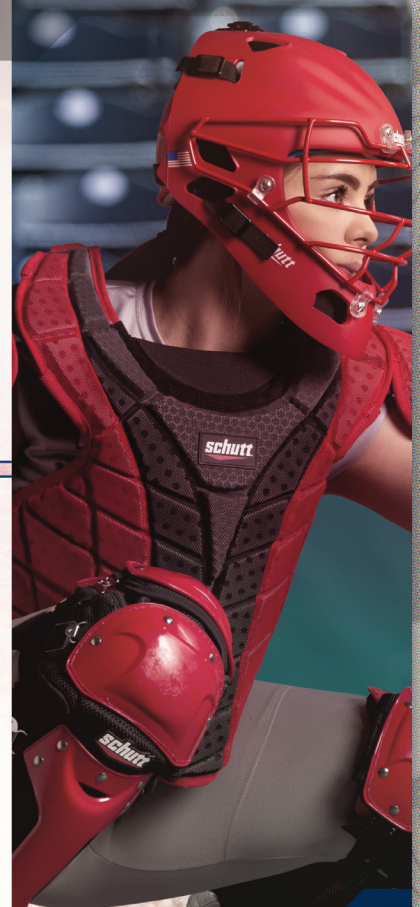
Inside Look

- TRIPLE FLEX**
Complete coverage of the knee includes a third cap that protects the vulnerable upper knee area.
- MAX VENTILATION/LIGHTWEIGHT**
The S3i features hundreds of perforations, maximizing ventilation without sacrificing protection or performance. The optimized shin coverage and perforated padding creates a pad weighing 21% less than traditional leg guards.

- ENERGY LOCK TECHNOLOGY**
Powered by D30[®], the knee pad is soft and comfortable but upon impact absorbs and disperses energy.



Inside Look



FOPPE

VISUAL



Responsibilities

- Concept and produce creative design projects across a wide range of service solutions including large-format environmental branding projects, wayfinding and signage solutions, and print marketing.
- Project manager for large-format fabrication, assembly, and delivery of physical product including billboards, signs and environmental branding solutions.
- Coordinator for consultation, progress reports and final job installation.

Key Accomplishments

- Developed a new visual pitch deck for written proposals to promote more effective sales meetings, earning client work for the Jackie-Joyner Kersee Center, Mascoutah School System, and Excel Bottling Company.
- Refreshed the company's online presence with a new SEO-focused website and improved email communications to generate engagement and increase business from repeat customers.

Item 5a. Billboards





Item 5b. Exterior and Interior Environmental Branding



Item 5c. Retail Design



Item 5d. Signage and Wayfinding Examples



