

Matthew Lipman

CONTACT

MatthewLipman.com/contact

LinkedIn.com/in/mattlipman

PROFILE

Designer and web professional with 18+ years of experience building client-facing websites, web applications, and graphic design systems. Equally comfortable in design tools and code. I've built custom WordPress themes in PHP, written vanilla JavaScript for interactive browser tools, and taken products from concept to launch end-to-end. Known for strong client communication, fast turnaround, and a high bar for visual craft.

SKILLS

Design

Adobe Illustrator, Figma, logo design, branding, print production, typography, social media assets

Web & Dev

HTML/CSS, JavaScript (vanilla), PHP, WordPress (custom themes, plugins), Bootstrap, responsive design, CMS administration

Tools & Process

AI-assisted development, Git, client management, project scoping, deadline-driven workflows

EXPERIENCE

Founder & Designer-Developer

SVGBackgrounds.com · Providence, RI · 2018–Present

- Designed, built, and launched an SVG resource website; users interactively customize, export graphics for use on their own sites
- Engineered the full product: UI design, JavaScript interactivity, and a library of 2,500+ graphics
- Grew the site to a substantial user base as a solo, self-funded project; handling product, design, dev, and marketing

Freelance Web Designer & Developer

Self-Employed · Providence, RI · 2017–Present

- Design, develop, and maintain responsive websites for a diverse client base spanning local businesses to agencies
- Design logos, brand identities, and marketing materials for print and digital applications
- Develop custom WordPress themes in PHP and build client-specific plugins for bespoke functionality
- Manage projects end-to-end, scoping, timelines, client communication, consistently earning long-term repeat business

Web & Graphic Designer

Chamber of Commerce of Eastern Connecticut · Waterford, CT · 2010–2017

- Built and maintained a 100+ page website, the primary digital presence for the organization, using HTML, CSS, PHP, WordPress, and Bootstrap with integrated membership software
- Managed four additional websites, including two state-level CT tourism properties
- Produced a full range of design work: advertisements, signage, multi-page booklets, event branding, and social media campaigns
- Planned and pitched marketing campaigns to leadership
- Held a leadership role in Young Professionals of Eastern CT

Co-Founder & Designer-Developer

Samgine LLC · Mystic CT · 2008–2009

- Co-founded a startup; established brand identity, company web presence, and marketing strategy
- Designed and developed interactive online puzzles and games

Graphic Design Intern

Capik Creative · Griswold, CT · 2007

- Assisted with website builds, presentations, and animations

EDUCATION

Graphic Design Certificate

Eastern Connecticut State University (2007)

Bachelor of Arts, Music

University of Connecticut (2006)