MATT BREWER

SPORTS CREATIVE · GRAPHIC DESIGNER

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PROFILE

Sports designer focused on athletic branding, social content and large-format print. Currently the Graphic Specialist at NXTPRO Sports after more than three years designing for Purdue Athletics. Eager to keep growing across photography, video, editing and 3D on the way to becoming a creative director.

64M
views in one season across NXTPRO's 3 Instagram accounts

70K+
follower growth across those accounts

~150
posts per tournament weekend

EXPERIENCE

Graphic Specialist, Marketing & Social Media — Dec 2025 – Present
NXTPRO Sports · Oklahoma City, OK

- Create visual content for athletic events and promotions across @nxtpro_hoops, @pro16league and @pro16girls.
- Collaborate with the marketing team on cohesive brand messaging across digital platforms.
- Design print work including billboards, event signage, building-size window wraps and athlete posters.

Graphic Design Intern — Sep 2022 – Dec 2025
Purdue Athletics · West Lafayette, IN

- Designed social graphics, posters and digital ads for Purdue teams including basketball, football, baseball and track & field.
- Maintained brand consistency for Purdue Athletics across visual communication channels.
- Worked with coaches and staff to turn their ideas into finished visuals.

Freelance Graphic Designer — Nov 2021 – Dec 2025
MadeByBrew · Indianapolis area

- Designed commitment announcements, record breaks and ranking updates for athletes and coaches across Indiana.
- Managed multiple projects at once, from concept through final delivery.

Graphic Design Intern — Dec 2021 – Jan 2024
USA Youth Hoops · Fishers, IN

- Created graphics for youth basketball events, tournaments and social campaigns.

Graphic Designer — Nov 2021 – Dec 2023
CEPSL · Collectively Evolving Platform Sports League

- Developed branding elements, promotional materials and web graphics for league initiatives.

EDUCATION

Purdue University · West Lafayette, IN
BFA, Design Studies · Dec 2026
Certificate, Entrepreneurship · May 2026

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Branding
- Social Media Marketing
- Large-Format Print
- Project Management
- Client Relations
- Team Collaboration