

CONTACT

hello@ashleighroad.com

ashleighroad.com

linkedin.com/in/mattpennetti

Chicago, IL

CAPABILITIES

Market-standard design software

OOH, digital, experiential & social content

Executive presentations

Motion graphics

Event photography

Mid-level AI tools

EDUCATION

BFA, Graphic Design

Savannah College of Art & Design · 2005

SELECT CLIENTS

Zebra Technologies, The Executives' Club of Chicago, Groupon, Amazon, Intuit, and regional craft breweries.

Matt Pennetti

SENIOR ART DIRECTOR · CREATIVE DIRECTOR

I make things look good so everyone understands what you're saying.

EXPERIENCE

Creative Director, *Ashleigh Road Co.*

2022 – Present
Chicago, IL

Lead creative and strategic partner for organizations from startups to the Fortune 500. Guide engagements from business challenge through strategy, concept, stakeholder alignment, design, production, and launch — integrated communications, branding, presentation, event, and marketing work across digital, print, experiential, and environmental channels, directing multidisciplinary teams and outside specialists as needed.

Communications Art Director, *Groupon*

2015 – 2022
Chicago, IL

Visual communications advisor for executive transitions, M&A, organizational redesigns, investor communications, and company-wide change. Partnered with senior leaders on executive presentations, quarterly results, employee engagement, DEI programs, crisis communications, and culture-building.

- Led creative for the Billionth Groupon Sold celebration, GrouponWeek, and the 10-year anniversary campaign with Tiffany Haddish.
- Ran the intranet design system, lifting employee participation in social-responsibility programs from 27% to 52% through gamified engagement.
- Supported PR and viral campaigns that earned local and national coverage.

Senior Art Director, *Jellyvision*

2014 – 2015
Chicago, IL

Built and governed the visual design system for a SaaS employee-benefits platform used across product and marketing. Managed the creative team and served as primary liaison between creative leadership and engineering, translating business, user, and technical requirements into scalable design. Led integrated campaigns across digital, social, email, direct mail, and out-of-home.

Art Director, Global Marketing, *Groupon*

2011 – 2014
Chicago, IL

Built and managed a global display-marketing team of four across Chicago and Dublin. Art directed display and marketing ads tailored to region, city, event, and vertical, lifting impression-conversion 3–5% quarterly. Extended events-team campaigns into digital experiences, with added support in video, internal campaigns, and event marketing.

Motion Designer, *Manifest Digital*

2009 – 2011
Chicago, IL

Interactive games, motion graphics, video, and shareable content for global consumer brands — storyboarding, art direction, video editing, and animation. Clients included Lego, 20th Century Fox, and Barbie.

Visual Designer, *Publications International*

2006 – 2009
Chicago, IL

Animated video production for interactive children's books with licensed characters.