

# MATTHEW ASSELL

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## EXPERIENCE

### INTERN: RULE29

Geneva, IL  
*June 2013-Present*

Worked in various areas of design from concept to production under the creative direction of Justin Ahrens. Projects were both collaborative and independent.

### PEDAL & SPOKE LTD.

North Aurora, IL  
*Mar 2011-May 2013*

Worked as a sales associate and serviced bicycles. Created and maintained the company website.

### VANS

Aurora, IL  
*Dec 2009-Mar 2011*

Worked to sell both product and the lifestyle as a sales associate. Collaborated with the managers to help create new displays and in-store experiences.

## EDUCATION

### NORTHERN ILLINOIS UNIVERSITY

B.F.A. in Visual Communication  
*May 2014*

### WAUBONSEE COMMUNITY COLLEGE

Associate in the Arts  
*May 2011*

## HONORS & ACTIVITIES

Volunteer at SEEK Design Conference 2011-2013  
Volunteer at Cusp Design Conference 2012  
AIGA member since 2011