

BRIS INTO THE FUTURE!

MY NAME IS...

MATTHEW
RISINGER

I WORK AT THE INTERSECTION
OF SPORTS, DESIGN, AND CULTURE.

ABOUT



I combine my love for sports, culture, and progressive politics with my design practice on the daily. Inspired by my friend adding rainbow filters to car photos, I taught myself the Adobe Suite, staying up past my bedtime to mess around on my computer. This off-the-cuff, late night style has informed my work to follow the rules of contemporary design when I see fit, and bend them when I do not.

I go into all of my projects with a directed mindset: to build the brand. This directed mentality informs my process, prioritizing visual clarity and building elements on top of one another to drive home brand values and clear and impactful messaging. I have worked with brands full of rich history as well as brands totally new to the universe. In either case, rich narratives are woven into my work, and the end user is put front of mind.

I also love my dog, cooking, and USC. *Fight On!*

ME

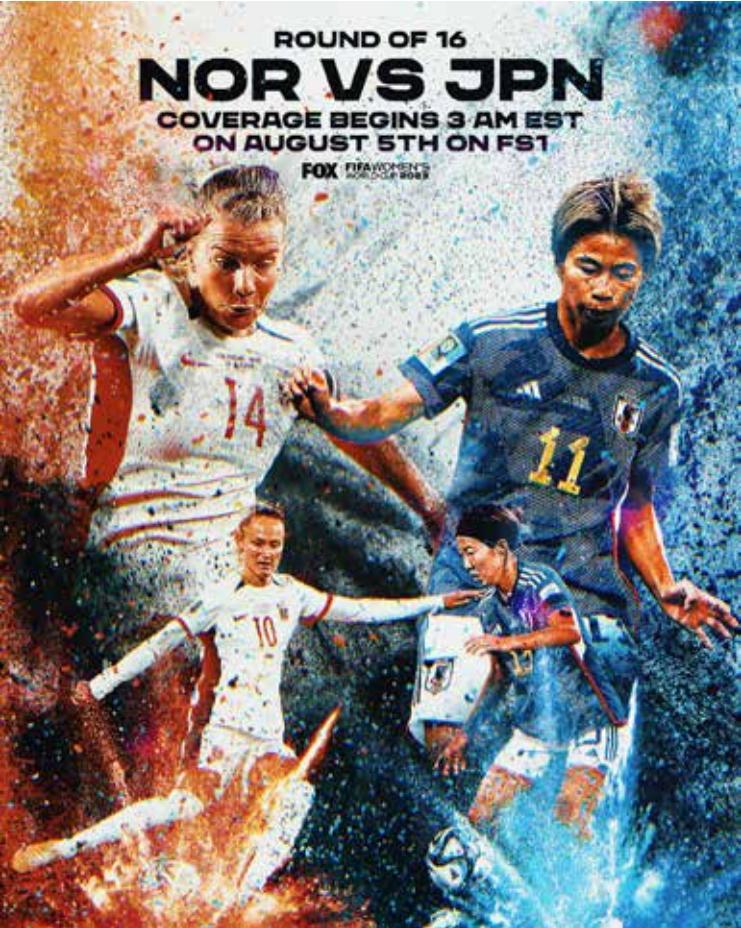
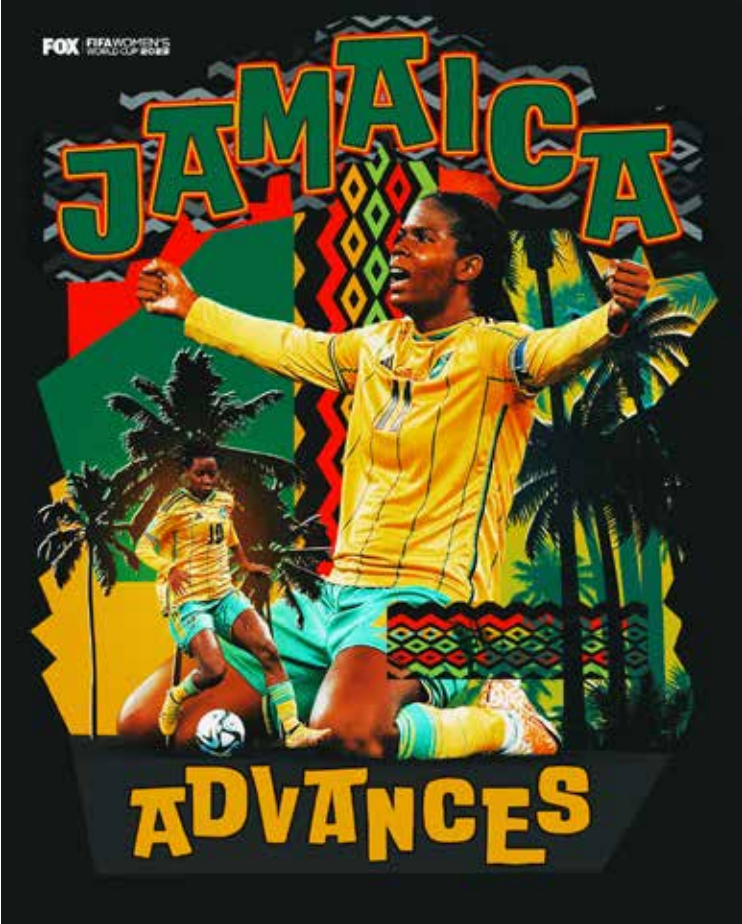
DESIGN IS FOR YOU.
DESIGN IS FOR WORK.
DESIGN IS FOR BEAUTY.
DESIGN IS FOR LOVE.
DESIGN IS FOR DEATH.
DESIGN IS FOR ME.

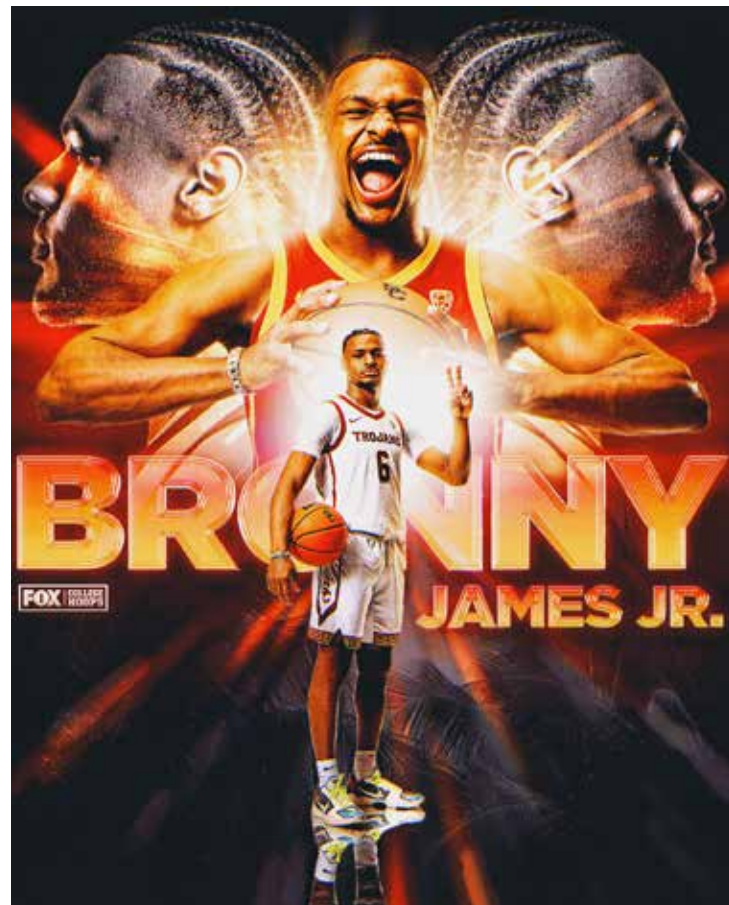
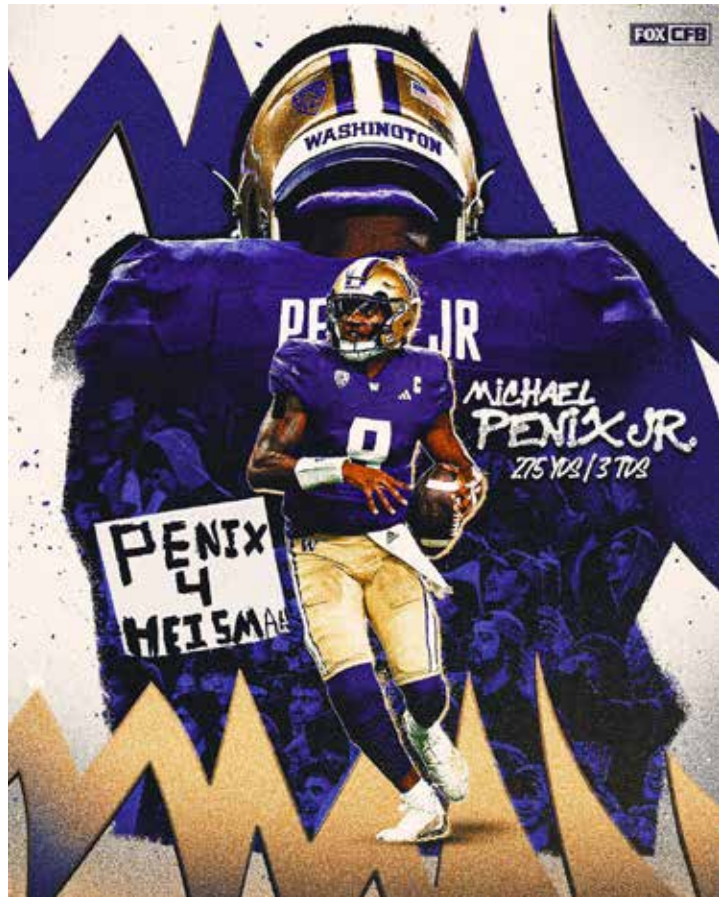


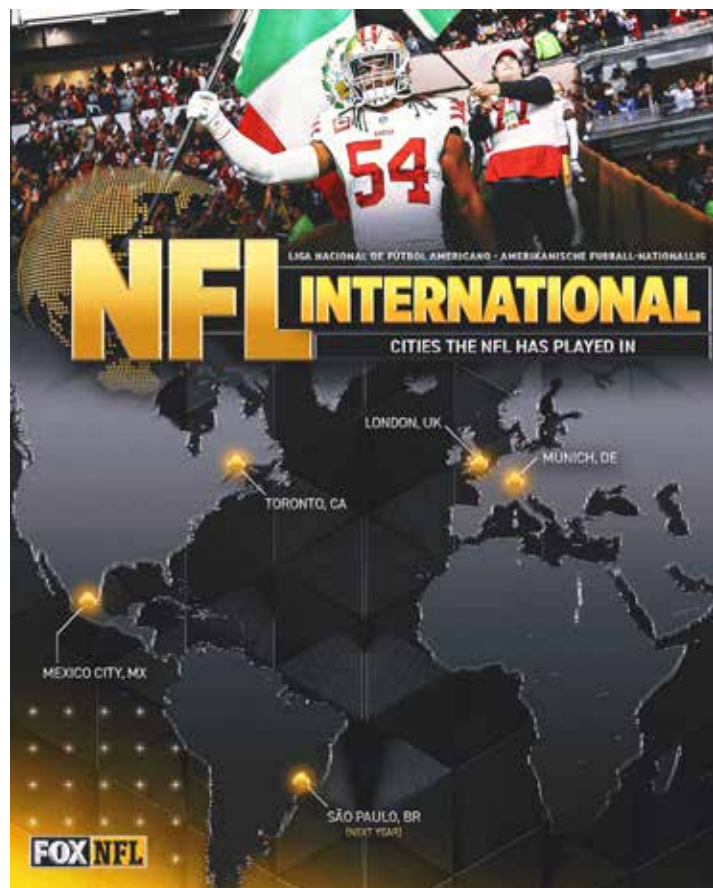
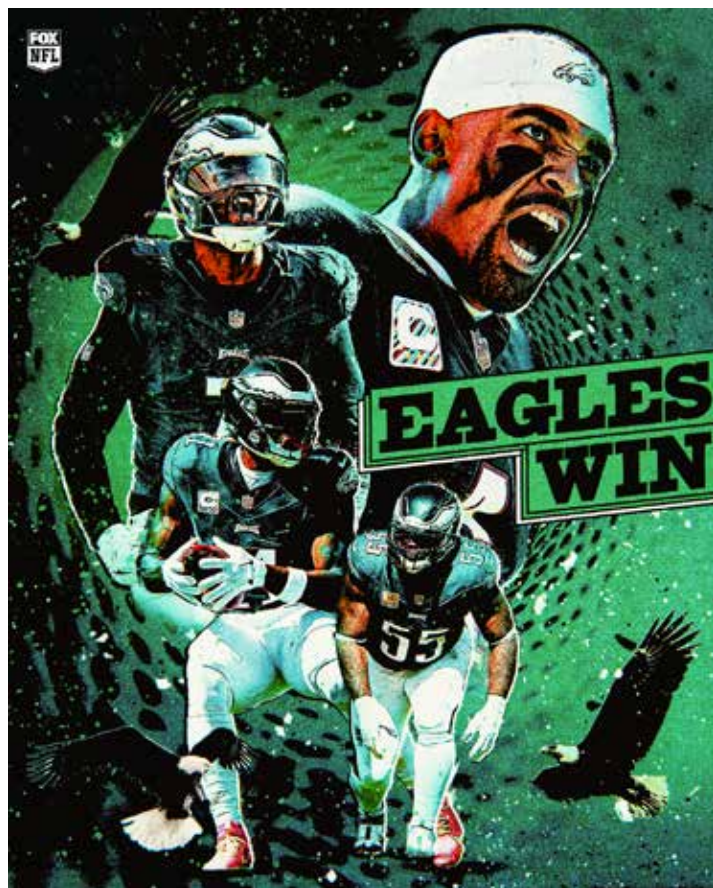
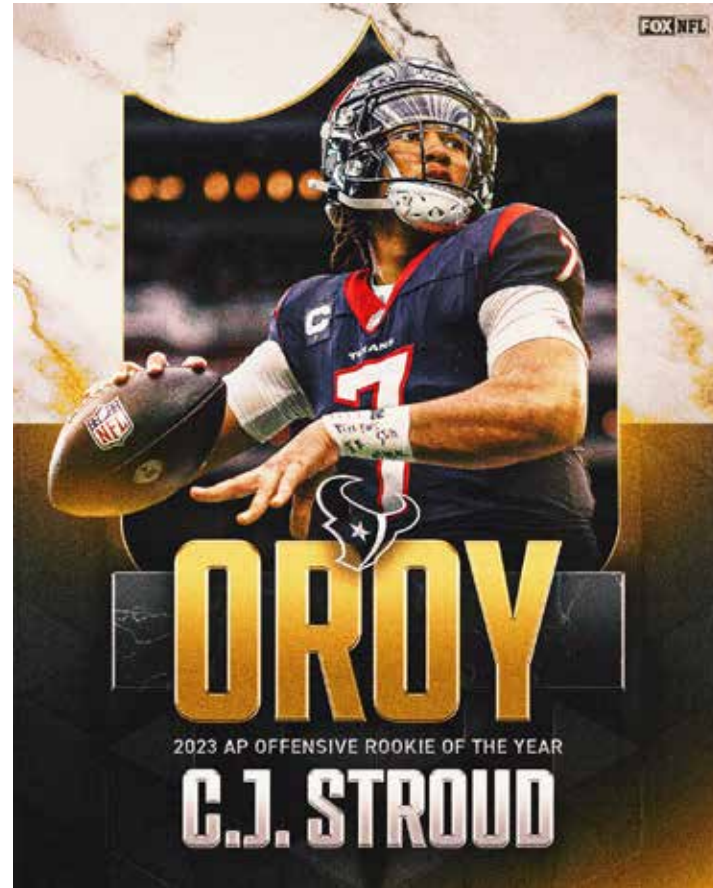
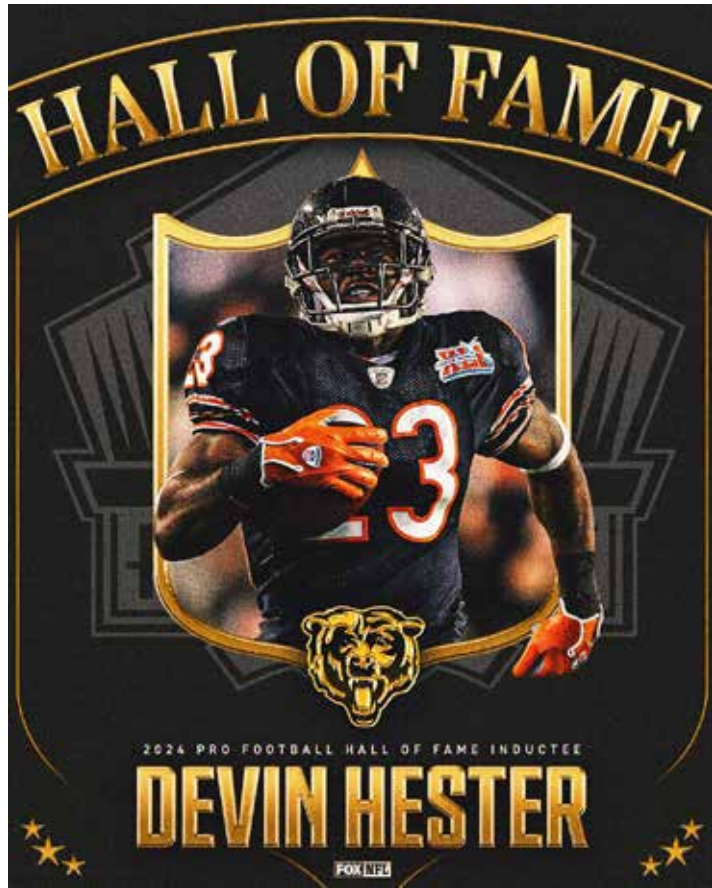
FOX
Sports

Following graduation from the University of Southern California in 2023, I was hired by FOX Sports as a freelance designer offering my services on a variety of leagues and events. Included here is a small selection of my work created for the Women's World Cup, College Basketball + Football, and the NFL. I also led the development of the social media look for the United Football League.

In addition to social design, I have worked extensively on digital show production and print media.







USC

Football



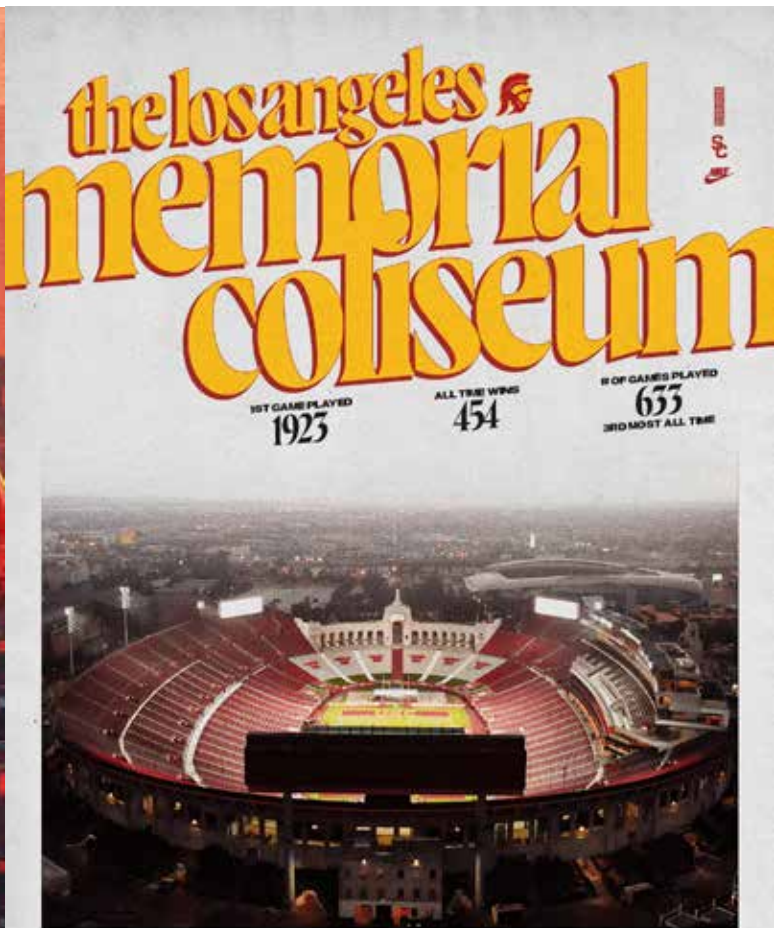
I am a designer because of sports.

I arrived at college with a very clear goal: to work for my college's athletic department, and to be proud of the work I created. USC Football allowed me that opportunity, and to flex my creative muscles. Pulling from design theory and technical skills I learned in the classroom, I began making work skilled both in visual appeal and visual theory.

In the summer of 2019, I applied for an internship with the USC Football team as a member of their creative content team. I worked in that role for a year and a half before stepping away for other opportunities. In 2022, I returned to help build a USC brand for a team going through a renaissance, and returning to its former glory atop college football.

Please enjoy a sampling of the work I have done for the team and, most importantly, FIGHT ON!

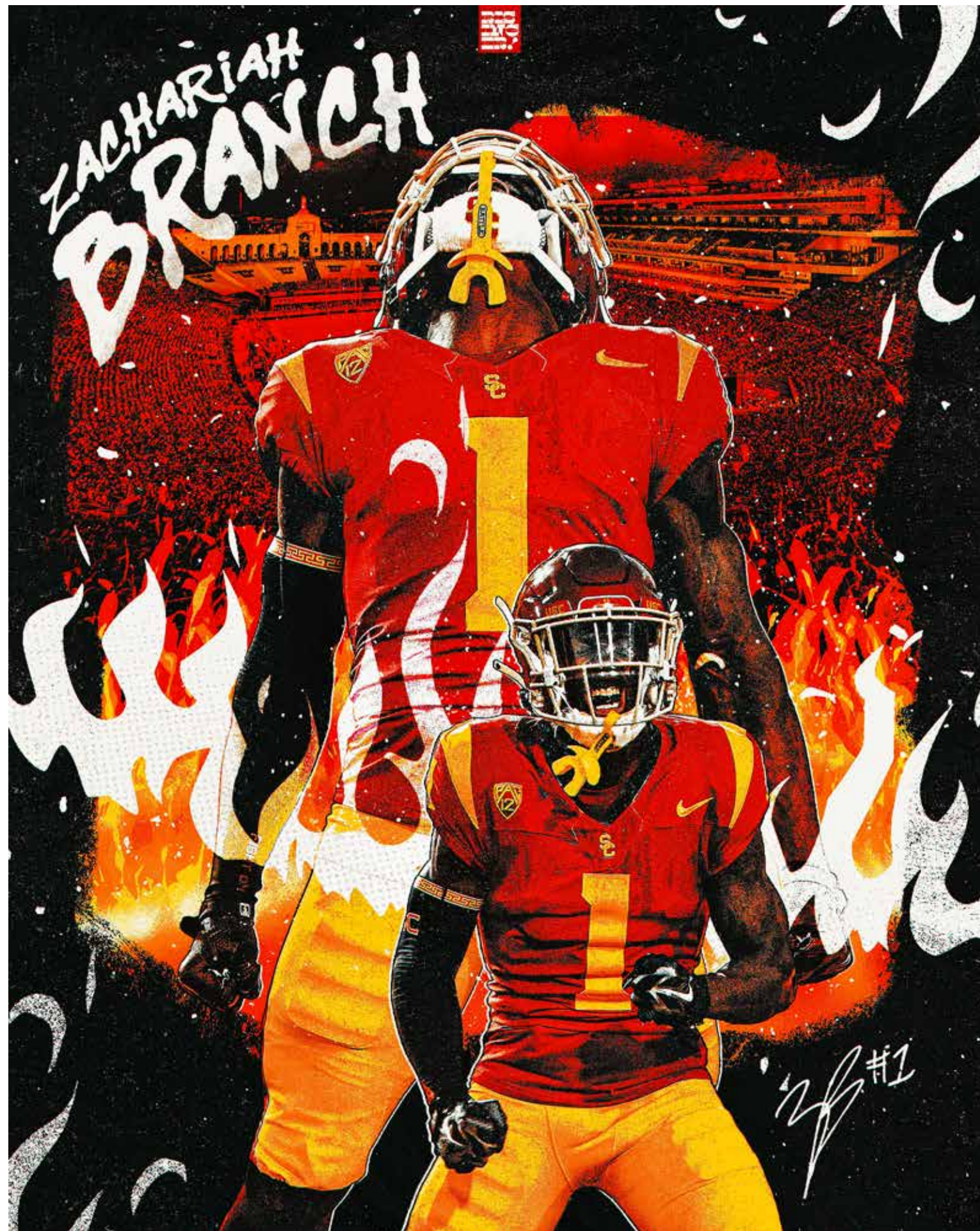




total applicants **69,000**
acceptance rate **12%**
average gpa **3.91**

back to
SCHOOL

SOUTHERN CALIFORNIA STATE UNIVERSITY OF SCIENCE & ARTS



14
NFL Hall of Famers

Heisman Trophy
Winners

6

11
National Championships

WE ARE USC

519
NFL draft picks

SUMMER IS HERE

HOLLYWOOD

FLIGHT SUIT!

NORTH Los Angeles

UNIVERSITY OF SOUTHERN CALIFORNIA
LOS ANGELES, CALIFORNIA
34.0224° N, 118.2861° W

THE SEASON IS COMING

8

MATTHEW RIZINGER

THE HISTORIC 55 CLUB

WHAT IS THE 55 CLUB?

► The most heralded club among USC Football, the 55 club is that of the linebackers chosen to represent USC with jersey number 55. What started with Junior Seau in 1989 has now been succeeded by legendary seasons by Willie McGinest, Chris Claiborne, and Keith Rivers.

THE INAUGURAL SEASON:

Seau started the tradition with his dominant All-American campaign in 1989, in which he wrangled up an obscene 27 tackles for loss on his way to being the Pac-10 Defensive Player of the Year. He was the menacing heart of a frightening defense featuring hard-hitting Thorpe Award winner Mark Carrier and sack machine Tim Ryan up front.

QUICKLY FOLLOWED BY:

Willie McGinest came next, with the No. 55 bestowed upon him by Seau himself. While McGinest never earned All-American honors, he made the Pac-12's All-Century Team and twice finished an All-Conference first-teamer. He did it with a combined 22 sacks and 40 tackles for loss in 1992 and 1993.



THE CLAIBORNE ERA:



Chris Claiborne took the number to new heights starting as a freshman in 1996. A three-year starter, he had one of the most impressive careers imaginable, capped off with a sensational junior season.

In 1998, Claiborne led the Trojans in tackles (120), pass deflections (16) and interceptions (6), the only player in school history to do so. He became USC's first to take home the Butkus for the nation's best linebacker and was the Pac-10's Defensive Player of the Year.

RIVERS ADVANCES THE LEGACY:

Keith Rivers restored greatness to the No. 55 by becoming the third All-American in the club. A pivotal recruit out of Ft. Myers, Fla., Rivers got the number from Day 1 and was steady leader throughout his four-year career at USC, before earning his All-American plaque as a senior in 2007.



WHO WILL BE THE NEXT GREAT TROJAN LINEBACKER TO WEAR NO. 55?





NOCCAF

sports

NOCAP gets you paid.

NOCAP Sports is a full service Name, Image, and Likeness (NIL) company working with brands, athletes, and college compliance departments to help college athletes find endorsements and get paid for their work.

NOCAP Sports reached out to me in March of 2021 seeking help in elevating their brand as they ramped up to launch later that summer when NIL laws took effect. Once I joined the team, I established a brand deep with visual interest and storytelling, as referenced by these social media graphics shared during our NFL draft series. During my time working with NOCAP, we saw a 60% engagement increase and their audience doubled.





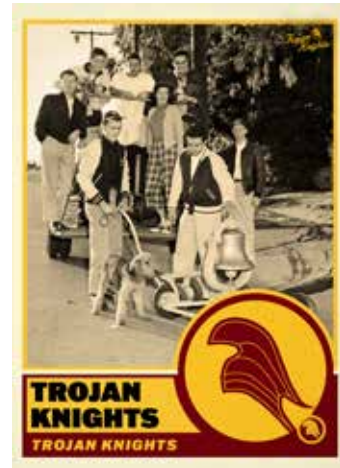
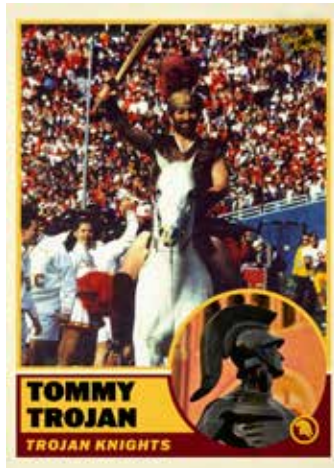
Trojan Knights



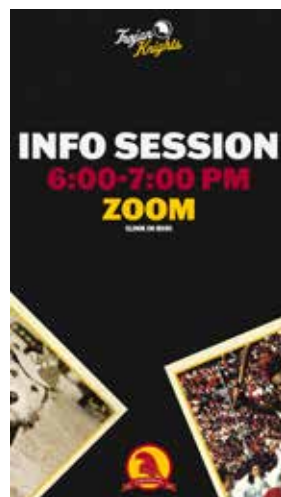
CENTENNIAL LOGO



KNIGHTS TRADING CARDS



SOCIAL MEDIA POSTS



The Trojan Knights are the oldest service and spirit organization at USC, and it is recognized as being the "official hosts of the university. There is a tremendous amount of tradition and history surrounding the Trojan Knights brand. For its Centennial Celebration in 2021, I worked with the president of the organization to develop a campaign for the member and alumni banquet. As a member of the organization myself, who then became Vice President of Knights a year later, working on this project holds a special place in my own development as it reinforced the depth and value of these close personal relationships with my friends.

After class



GETTING THE GIRL... AFTER CLASS

A brand development for a student produced webseries telling a genuine story of the college experience, from the eyes of college students.

In collaboration with Nicolette Peji, www.nicopeji.com

Why

Guidance for a pivotal time in your life: flaws, challenges, and ridiculously hilarious situations, as told by college students.

How

Bringing diverse, familiar identities to life through a comedic lens while demonstrating the reality of the college experience.

What

A student made comedy series about students who deal with becoming an adult while still feeling like a kid and figuring out their identity

Colors

#E4432A

#131311

#FFB208

#E6E7D2

#156DCC

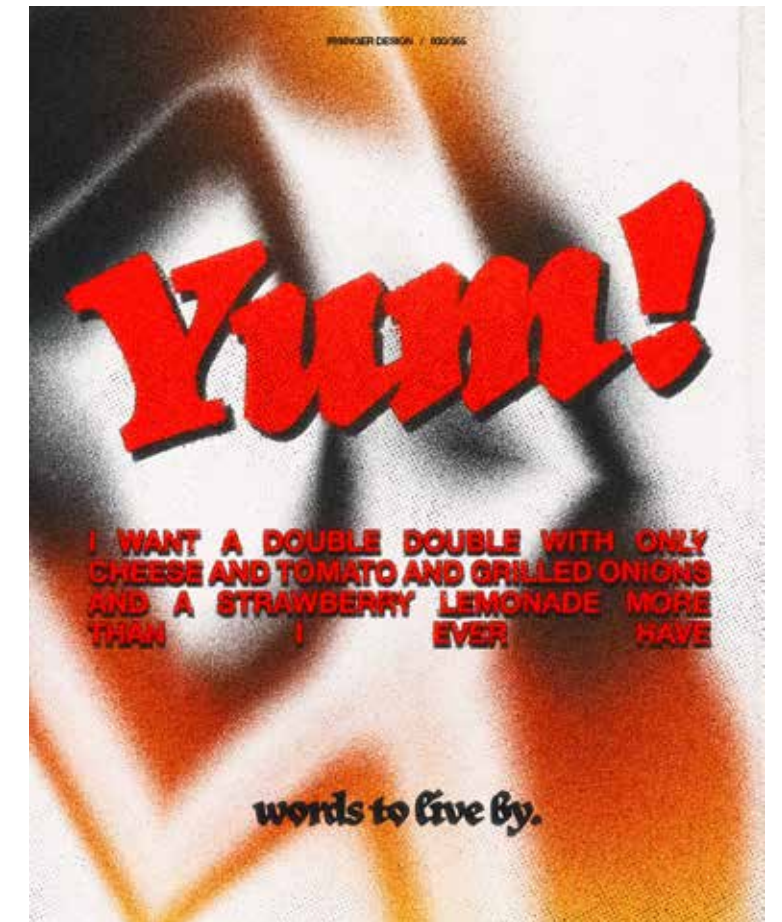
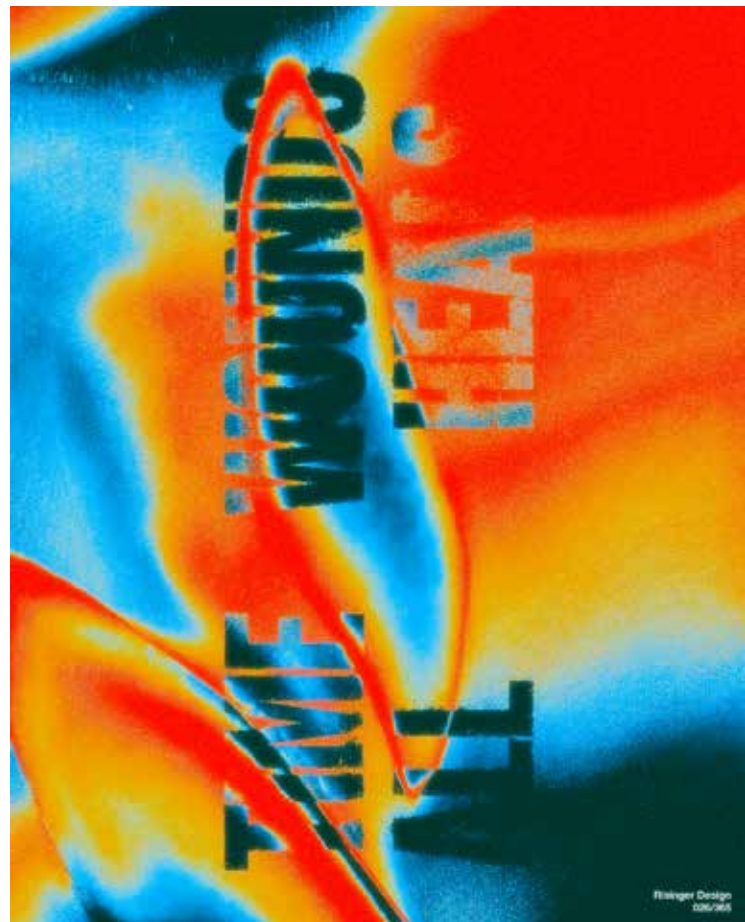
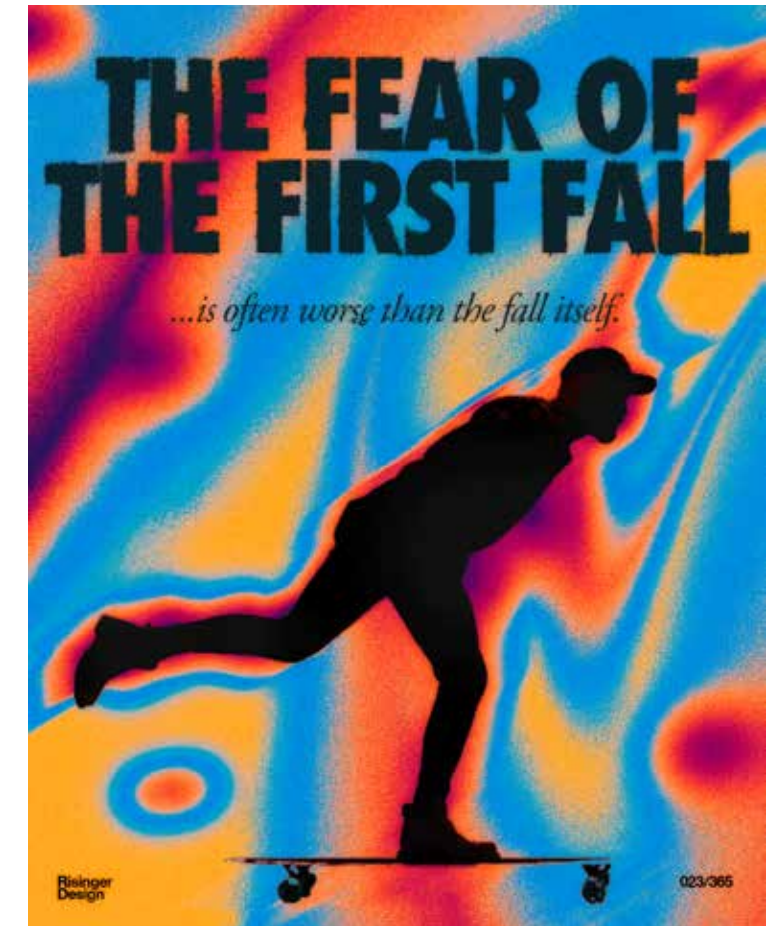




365 Daily Posters

In 2024, I attempted to make a poster each day for a full year.. I did not succeed, but will look to try again soon.





THAT WITHOUT
EXPERIMENTATION,
A WILLINGNESS TO ASK
QUESTIONS AND TRY NEW
THINGS, WE SHALL SURELY
BECOME STATIC, REPETITIVE,
MORIBUND. – ANTHONY BOURDAIN

IF YOU'VE MADE IT THIS FAR

VIEW MORE WORK @RISINGERDESIGN

MATTHEWRISINGER.COM

MATTHEWRISINGER@GMAIL.COM

TEXT OR CALL 847.682.3761

PIXEL POPPIN' PERFECTION



MATTHEW RISINGER
PIXEL POPPIN' PERFECTION

QUALITIES

Attentive
Deadline-Oriented
Competent Public
Speaker
Builds Consensus
Active Listener

PROFICIENT IN

Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe Lightroom
Figma
Google Suite
Microsoft Suite

AWARDS

Shorty Awards

Graphic Art in Social
Media, Nominated
2023

Sports Emmys

Outstanding Graphic
Design: Event/Show,
Nominated
2023

Shorty Awards

Graphic Art in Social
Media, Nominated
2024

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@risingerdesign
847.682.3761

★ EDUCATION:

University of Southern California
Roski School of Art and Design
BFA Design 2023

★ EXPERIENCE:

Freelance Designer

Fox Sports

September 2022 — Present

I was recruited by FOX Sports to provide my design services for various leagues and tentpole events. My work has been seen by tens of millions of people.

Graphic Design Worker

USC Football

May 2022 — January 2023

Working under the art director, I produce recruiting and social graphics for the team, utilizing my own unique visual style while meshing with USC's existing brand.

Art Director

NOCAP Sports

March 2021 — January 2022

I collaborated with C-Suite level executives to execute a clear creative vision, bringing visual interest and rich storytelling to NOCAP's brand while selling a product brand new to the market.

Creative Director

Settle for Biden (now Path to Progress)

August 2020 — April 2021

Leading a team of over 10 designers and an organization of over 30, my work was viewed by over 100 million people in 2020. In my time working for Settle for Biden, the account grew from just over 70,000 followers to more than a quarter million.

★ LEADERSHIP EXPERIENCE:

Vice President, Trojan Knights

2021-2022

Peer Group Leader, Glenbrook South High School

2019