

## Who I Am

### **Matthew A. Milam**

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Creative Director with 20+ years of experience building and evolving brand systems inside complex organizations. Focused on creating clear, scalable design frameworks that bring consistency, structure, and meaning to how brands show up across digital, physical, and experiential environments.

Believes strong brands are built through disciplined systems and thoughtful execution — where typography, layout, and interaction work together to create clarity, trust, and long-term recognition.

### **Core Capabilities**

Brand Systems & Identity Design • Creative Direction (Hands-On)  
Typography & Layout Systems • Experiential & Environmental Design  
Executive Communications • Cross-Functional Collaboration  
Team Leadership & Mentorship • Agency & Vendor Management

## Professional Experience

### **Art Director, Brand Systems & Marketing**

NCR Atleos (formerly NCR), Remote • Oct 2023 - Feb 2026

- Evolved the NCR Atleos brand following initial identity development, translating foundational elements into a scalable, system-driven framework.
- Introduced a 24×24 grid in the first week that became the backbone for consistent design across digital, experiential, and executive communications.
- Built and operationalized the brand system, defining typography, layout logic, motion direction, and visual standards while establishing governance, workflows, and team alignment across global marketing and executive communications.
- Led creative direction for experiential and content initiatives, including original photography and video production across multiple markets, building a scalable asset library and contributing to ~9× ROI and \$4.6M pipeline.
- Architected the unification of Columbus Data Services and Kahuna ATM Solutions into a single brand (CDS), preserving existing equity while establishing a scalable foundation for growth.

### **Director of Interactive Marketing & Creative Director**

Cardtronics (acquired by NCR), Remote • May 2016 - Oct 2023

- Built and matured brand systems across a multi-entity financial services organization, ensuring consistency through growth and acquisition.
- Developed scalable frameworks across marketing, product, and customer channels.
- Directed campaigns and experiential programs while leading a team of 6–8 creatives, managing workflow, prioritization, and output quality across concurrent initiatives.
- Directed creative for executive and investor communications, including NASDAQ MarketSite Investor Day, contributing to a 3.5% immediate stock increase and supporting a \$2.5B acquisition.

## Professional Experience

### **Creative Director**

Oilpro (Venture-Backed Energy Industry Startup), Houston, TX • Jul 2015 - Apr 2016

- Led creative direction for product marketing initiatives during high-growth phase.
- Established brand, product experience, and visual systems
- Developed UX wire-frames and visual frameworks for new platform features
- Collaborated cross-functionally with product and engineering teams to support feature launches and brand positioning.

### **Web Developer | Sr. Creative Designer**

Cudd Energy Services, The Woodlands, TX • Dec 2012 - Jun 2015

- Directed UI/UX and digital initiatives supporting product, marketing, and business development
- Built scalable visual systems ensuring consistency across web platforms
- Delivered interactive marketing assets aligned with strategic growth initiatives

## Select Impact

- Led creative for Investor Day at NASDAQ MarketSite, shaping executive narrative ahead of a \$2.5B acquisition.
- Increased experiential engagement ~35%.
- Reduced production timelines ~20% via system-driven workflows.