Matthew W. Carman

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CAREER SUMMARY

- Executive Creative Leader with a proven background in the design and development of branded content, marketing, and delivering innovative guidance for Fortune 500 organizations, assisting clients in achieving robust growth while delivering top organizational performance and revenue increases

- Oversaw the management of a team of upwards of 15 designers and developers and multi-million-dollar budgets, creating complex applications and data-driven interactive projects supporting organizational growth and success

- Led teams in brand development and digital media projects, generating robust results such as a 300% increase in lead capture for unique user visits in the first 60 days of launch, a 75% decrease in home page bounce rates in the 2nd quarter, and a 400% increase in DVG's product sign-up from Google Ads and targeted social media marketing

- Led partnership with Microsoft to develop large-scale mobile and desktop applications for the largest law enforcement organization in the US, utilizing Agile development, testing, Scrum meetings, and stakeholder engagement to create a successful user experience used by 36K+ officers daily

- Managed a team of 6 staff members and a team of freelance designers, developers, and content creators and oversaw project budgets of upwards of $400K, delivering projects for B2B and B2C brands such as Honeywell, Microsoft, Motorola, Festo Robotics, Guess, Tarte Cosmetics, The United Way, Planned Parenthood and The Broadway League

CORE COMPETENCIES

- Creative & Design Direction
- Creative Ideation
- Agency Management
- User Experience (IU/UX)
- Stakeholder Engagement
- Digital Marketing
- Agile & Waterfall Management
- Brand Development & Messaging
- Product Design
- Content Development
- Team Building & Leadership
- Information Architecture
- Typography

PROFESSIONAL WORK EXPERIENCE

FERMENTED PIXELS – BROOKLYN, NY

Creative Director, Co-Founder   *2018 – Current*

- Responsible for overseeing a staff of 4 and a team of freelance designers, developers, and content creators, overseeing the day-to-day operations and maintaining the $40K budget, leading all client relations, sales, project management, and personnel issues
- Provide strategic guidance in producing high-impact content, visual assets, and branded experiences, including websites, applications, and digital properties, supporting clients across multiple industries
- Leverage expertise to direct all areas of creative development and design, overseeing concept through brand messaging, content creation, site architecture, and delivery
- Oversee the shaping of all aspects of brand development, including the overall marketing strategy, identity, user flow, and digital design assets
- Develop and cultivate client relationships, establishing ongoing communication to ensure deliverables meet timelines, scope, and budget requirements
- Deliver creative insight to generate new business development, supporting both the sales and negotiation process
- Established a pipeline of creative talent and maintained ongoing training, ensuring capable resources are available that align with the project scope
- Designed strategic marketing campaigns for social media and Google Ads, increasing sales by 25% within year 2
- Utilized Agile and Waterfall environments and user-centered design principles to direct complex projects and teams, resulting in solving various creative challenges

DVG INTERACTIVE – NEW YORK, NY

Creative Director – UX/UI   *2016 – 2018*

- Oversaw the management of a team of upwards of 15 designers and developers and multi-million-dollar budgets, creating complex applications and data-driven interactive projects supporting organizational growth and success
- Led teams in brand development and digital media projects, generating robust results such as a 300% increase in lead capture for unique user visits in the first 60 days of launch, a 75% decrease in home page bounce rates in the 2nd quarter, and a 400% increase in DVG's product sign-up from google and ad marketing

- Utilized proven best practices to drive creative development from concept through delivery, working with both public and private sector clients on large-scale websites, applications, digital properties, and data-driven interaction for nationwide well-known organizations
- Led partnership with Microsoft to develop large-scale mobile and desktop applications for the largest law enforcement organization in the US, utilizing Agile development, testing, Scrum meetings, and stakeholder engagement to create a successful user experience used by 36K+ officers daily
- Responsible for the production of an application and security platform supporting one of the nation's largest non-profit organizations, developing an interface and back-end system for recording security-related concerns and incidents
- Collaborated with clients to define specific brand expectations, translating the needs into project-specific requirements
- Created cohesive branding across platforms while ensuring all deliverables aligned with timelines, scope, and budget requirements
- Communicated directly with clients, stakeholders, and colleagues on multiple large-scale projects, generating a 20%+ reduction in overall production time within 6 months

LOUNGE LIZARD – NEW YORK, NY

Creative Director   *2009 – 2016*

- Managed a team of 6 staff members and a team of freelance designers, developers, and content creators and oversaw project budgets of upwards of $400K, delivering projects for B2B and B2C brands such as Honeywell, Canon, Microsoft, Motorola, Festo, United Way, and the Broadway League
- Developed visual assets, content, creative strategy, and experience design for websites, applications, and other digital properties, supporting organizational growth
- Collaborated with the agency founder on 80% of the brand development, guiding the process from concept to completion, including marketing strategy, identity, user flow, and digital design assets
- Partnered with clients to define brand expectations, translating individual needs into project requirements, and working with Project Management to deliver successfully
- Established consistent branding and responsiveness of design elements, ensuring alignment across all digital platforms
- Directly partnered with the organizational founder in strategically planning sales pitches, generating a 30% increase in project closures during the 3rd year

ADDITIONAL EXPERIENCE

SUNY FARMINGDALE STATE COLLEGE – FARMINGDALE, NY
Adjunct Professor

BRIARCLIFF COLLEGE – PATCHOGUE, NY
Adjunct Professor

EDUCATION & CERTIFICATION

LIU POST – MA, MULTIMEDIA ARTS

FARMINGDALE STATE COLLEGE – BA, VISUAL COMMUNICATION

CORNELL UNIVERSITY – DIGITAL MARKETING CERTIFICATE

TECH STACK

ADOBE CREATIVE SUITE: PHOTOSHOP | ILLUSTRATOR | INDESIGN | ADOBE XD | AFTER EFFECTS |

SKETCH | FIGMA | WIREFRAMING | PROTOTYPING | MVP (MINIMAL VIABLE PRODUCT) CREATION