

Matthew W. Carman

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CAREER SUMMARY

- Hands on creative leader with 16+ years of experience leading brand strategy, content design, and marketing initiatives for Fortune 500 organizations. Proven ability to drive business growth, elevate brand presence, and deliver high-impact creative solutions that enhance performance and revenue.
- Led and managed a team of 15+ designers and developers, overseeing multi-million-dollar budgets to create complex applications and data-driven interactive projects that drive organizational growth and success.
- Led teams in brand development and digital media projects, delivering measurable impact, including a 300% increase in lead capture within 60 days, a 75% reduction in homepage bounce rates by Q2, and a 400% boost in product sign-ups through Google Ads and targeted social media marketing.
- Led a partnership with Microsoft to develop large-scale mobile and desktop applications for the largest law enforcement agency in the U.S., leveraging Agile development, testing, Scrum meetings, and stakeholder engagement to create a seamless user experience adopted by 36K+ officers daily.
- Managed a team of six staff members and a network of freelance designers, developers, and content creators, overseeing budgets exceeding \$400K to deliver high-impact projects for global brands, including Honeywell, Niru Diamonds, Microsoft, Motorola, Festo Robotics, Guess, Tarte Cosmetics, Corning, The United Way, The Broadway League, and Planned Parenthood.

CORE COMPETENCIES

- Creative Ideations
- 360 Marketing Campaigns
- Video Direction & Editing
- Photography Direction
- Brand Messaging & Copywriting
- UX/UI Design
- Information Architecture
- Project Management
- Brand Strategies & Methodologies
- Print Design & Pre-Press
- Content Development
- Team Building & Leadership
- Stakeholder Engagement

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, pitches, project management, and personnel issues.
- Provide strategic guidance in producing high-impact content, visual assets, and branded experiences, including PowerPoint presentations, websites, applications, video production 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

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 to produce 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, video production, 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

DESIGNLAB– ADVANCED FIGMA CERTIFICATE

DESIGNLAB – AI FOR VISUAL DESIGN CERTIFICATE

TECH STACK

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

FIGMA | FINAL CUT PRO | MICROSOFT OFFICE 365 | AI SOFTWARE & PROMPTING | WIREFRAMING | PROTOTYPING