

# Matthew F Schatz

Interactive Product Design, User Experience, Brand Strategy



## EXPERIENCE

### Interactive Design Director

Future PLC (NY, 2019 - Present)

### Digital Media Strategist

Revlon/Elizabeth Arden (NY, 2015 - 2018)

Daryl Roth Productions (NY, 2014 - 2017)

### Interactive Designer

Freelance and Contract (2007 - 2019):

Air Paris, Vayner Media, TAG Worldwide,  
Blur Communications, AKA NYC, CafeMom, Anvil,  
dotglu, Manhattan Marketing Ensemble, DDB  
Worldwide, ESW Partners, Williams-Labadie,  
Lisa P. Maxwell

My passion is for people.

I create positive experiences for users, establishing a sense of trust that sets us apart from our competitors and keeps our users coming back.

## SKILLS

### Creative

Adobe Creative Suite, including Photoshop, Premiere Pro, Illustrator, InDesign, Audition  
Celtra, Figma, Ceros  
Audacity, Unity

### Management

Monday, Asana, Slack, Discord  
Google Ad Manager

### Development

HTML5, Javascript, CSS3, GSAP, C#

## RESPONSIBILITIES

### UX and Product Design

Understanding and communicating user needs  
Visual storyboarding and animation  
Audio, video, and copy editing  
Prototyping across multiple platforms  
Streamlining design flows between teams  
Identifying and fixing bugs

### Brand Strategy

Creating and overseeing digital marketing  
Improving website usability and SEO  
Developing info graphics and data displays

### Management

Organizing assets for deployment  
Collaborating with teams of various sizes  
Communicating across departments  
Maximizing use of coworker strengths

## CONTACT

Mat603@gmail.com

713-818-3591

www.MatthewFSchatz.com