

**Matt Hallock**  
Designer

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BROOKLYN NEW YORK 11215

matthallock.com

I'm a designer working in branding, user experience, visual design and front-end development for a variety of studios and clients to create unique, holistic, digital experiences.

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**Experience**

*Carbone Smolan Agency*  
05.2016 – 06.2017

**DESIGN DIRECTOR**

- Leader of the agency's digital practice.
- Responsible for hiring and developing talent for digital projects.
- Lead design and strategy teams of 8-10 people.
- Integrated branding, content strategy, user experience, user research and prototyping into a streamlined offering.
- Key partner for working with developers and external vendors ensuring pixel perfect designs are translated into HTML, CSS, JavaScript.
- Created training curriculum on IA, UX, and various rapid prototyping tools.
- Lead strategy, UX, and design of BCG's thought leadership platform and CSA's own portfolio site.

*Carbone Smolan Agency*  
01.2014 – 05.2016

**SENIOR DESIGNER**

- Lead UX and design of BCG.com, developing a modular system to accommodate a wide variety of content archetypes that support geographic localization and user personalization.
- Lead corporate restructuring, UX and design for Las Brisas Hotels.
- Developed key thought leadership pieces such as the 'Borges Map'.
- Clients include The Mandarin Oriental, Latham & Watkins, Kramer Levin, Akin Gump, Morgan Stanley, Nizuc, Las Brisas Hotels.

*Parsons School for Design*  
01.2016 – 06.2017

**PART TIME FACULTY**

- Taught introduction to interactive design in the school of Art, Media & Technology.
- Developed a seminar on introduction to responsive coding.

*Siegel+Gale*  
01.2013 – 01.2014

**DESIGNER**

- Designed American Express careers, the first responsive AMEX product.
- Clients include Memorial Sloan Kettering and Hewlett-Packard.

*Mother New York*  
12.2010 – 11.2012

**DESIGNER**

- Designed and art directed Mother Design's portfolio website.
- Clients include Chevrolet, Virgin Mobile, Stella Artois, and Google.

*Dassault Systèmes 3DEXCITE*  
05.2008 – 12.2010

**DESIGNER AND 3D ARTIST**

- Developed web-based vehicle customizers for General Motors, Chevrolet, Nissan and Harley-Davidson.

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**Education**

**UNIVERSITY OF MICHIGAN**

Bachelor of Fine Arts magna cum laude, School of Art & Design with a concentration in graphic design.  
2007 – 2010

**Skills**

Photoshop, InDesign, Illustrator, Sketch, InVision, Omnigraffle, Prototyping, HTML, CSS, jQuery.