

Matt Hallock
Creative Director

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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.

Experience

Wondersauce

09.2018 – PRESENT

CREATIVE DIRECTOR

- Leader of the agency's design team, with nearly 20 direct reports, managing individual growth, reviews, and compensation for each designer.
- Leader of 5+ client projects, combining design, strategy and development teams of 8–10 people.
- Hired for other leadership positions, including an associate creative director and internally promoting to the ACD role to help manage the design team.

Wondersauce

09.2017 – 09.2018

ASSOCIATE CREATIVE DIRECTOR

- Took ownership of the design team, allowing the existing creative director to shift overseas to help open the London office of Wondersauce.
- Clients include Rodan+Fields, The Culinistas, Federal Mogul Motorparts, Parley.

Parsons School for Design

01.2016 – PRESENT

PART TIME FACULTY

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

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 3-5 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.
- Developed key thought leadership pieces for BCG such as the 'Borges Map'.
- Lead corporate restructuring, UX and design for Las Brisas Hotels.
- Clients include The Mandarin Oriental, Latham & Watkins, Kramer Levin, Akin Gump, Morgan Stanley, Nizuc, Las Brisas Hotels.

Siegel+Gale

01.2013 – 01.2014

DESIGNER

- Clients include American Express, Memorial Sloan Kettering and Hewlett-Packard.

Mother New York

12.2010 – 11.2012

DESIGNER

- Clients include Target, Chevrolet, Virgin Mobile, Stella Artois, and Google.

Education

UNIVERSITY OF MICHIGAN

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

Skills

Sketch, InVision, Photoshop, InDesign, Illustrator, Omnigraffle, Hype, Principle, HTML, CSS, jQuery.