

Matty Sallin

308 Mott St., #2E, NY, NY 10012

(917) 374-1200

matty@mathlete.com

portfolio: <http://www.mathlete.com>

Education **Masters Degree, New York University Interactive Telecommunications Program, 2006**

Interaction Design Institute Ivrea, Italy

First Year Certificate of Masters Programme, 2003-2004

Bachelor of Arts, University of California at Santa Cruz, 1996

Majored in Theater Arts, emphasis in Set Design

Supplemental **Art Center College of Design, Pasadena, California**

Education

Product Design and Art courses, 1996-98

Experience

2005

R/GA, New York
Interaction Designer

- Developed content strategy, functionality information architecture, user interfaces for various clients, including Intel and Nike
- Responsible for creative conceptual development as well as user advocacy

2001-2003

DentsuFUSE, Tokyo
Senior Design Technologist

- Creative Director for Sogetsu's relaunch of homepage Sogetsu.or.jp (offline)
- Designer and lead programmer for the online component of the Tokyo Advertising Museum AdMT.jp
- Trained co-workers in programming principles and application of Flash ActionScript

1999-2001

marchFIRST, San Francisco
Senior Designer

- Nominated for the "Best Business Site" award at the 2000 Flash Film Festival for the design and programming of Harman-Kardon's Harman-Multimedia.com
- Awarded the marchFIRST "Above and Beyond the Call of Duty" honor for efforts in programming and helping design the homepage Japanese advertising agency Dentsu's Dentsu.com
- Programmed and co-designed various sites for clients such as Mattel, Visa, and fashion designer William Reid

Senior Web Developer

- Awarded the marchFIRST "Above and Beyond the Call of Duty" honor for developing and implementing a new server-based workflow and archiving process to serve the 200 person Advertising and Branding department
- Developed various sites for clients such as Levis, Kinkos, Visa, and Harman-Kardon

Online/Media Production Engineer

- Helped develop and evangelize a new workflow process to serve the Web Services Group
- Developed various sites for clients such as Apple, CNN/Sports Illustrated, Lexus, and Williams-Sonoma

1998-1999

IEC, Marina Del Rey
Production Supervisor

- Oversaw all production aspects for the United Airlines E-Ticket employee education software
- Planned and managed all production processes: flow diagramming, storyboarding, testing, documenting, and delivery

Multimedia Developer

- Programmed rich media interactive corporate training software for FedEx, United Airlines, and Lexus

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- Selected Press**
- “Wake n’ Bacon” device: Presentation on ABC’s Good Morning America program (2005)
 - “Wake n’ Bacon” device: Mention in New York Times Style Magazine (2005)
 - Personal profile in The Makers book, by Bob Parks (2005)
 - “Pulse Lamp” device: Mention in GQ Italia magazine (2005)
 - “Chit Chat” multimedia installation: Interview on New York One news program (2005)

- Exhibits**
- “Chit Chat”, multimedia installation at Res Fest digital film festival, New York, San Francisco, Los Angeles (2005)
 - “Chit Chat”, multimedia installation at Interactive Multimedia Culture Expo, Chelsea Art Museum, New York (2004)

- Skills**
- Interface Design
 - Interaction Design
 - Information Architecture
 - Web Design &Development (HTML, JavaScript, Flash, CSS)
 - Rapid ideation/Rapid prototyping
 - User-centered Design processes
 - Conversational in Japanese, French, Italian