

Matty Sallin

159 Dolores St. #1, San Francisco, CA 94103

(917) 374-1200

matty@mathlete.com

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

Key Strengths

- Interaction design & interface design for web apps, software, and mobile
- Deep interest in mobile as both a passionate designer and an avid user
- Creativity and idea generation at each stage of product development
- Branding and marketing, including name, slogan, and logo generation and campaign creation
- Working with clients, leading teams, mentoring co-workers
- Creative direction and visual design

Experience

2009-Present

DUUDES.com, San Francisco (pre-launch and in stealth mode)**Founder, Chief Creative Officer**

- Created the concept, interface, logo, branding, voice and design for both the web application and mobile application
- Led an unpaid, 4-person team to build a social network/online dating hybrid web app from concept to working prototype in 6 months

2006-2009

Kinfo.com, San Francisco**Founder, Chief Creative Officer**

- Founded a 10-person company based on my Master's Thesis at NYU, *The Family Hedge*
- Achieved Series A round of financing from Alsop Louie Partners, Claremont Creek Ventures, and Monitor Ventures. Pre-money valuation was set at 5M.
- Created the concept, interface, logo, branding, voice and design for the web application

2005

R/GA, New York City**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 their homepage
- Designer and lead programmer for the online component of the Tokyo Advertising Museum
- 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
- 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 websites 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 United Airlines 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 television 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)

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

Interaction Design Institute Ivrea, Italy
First Year Certificate of Masters Programme, 2003-2004

University of California at Santa Cruz
Bachelor of Arts, Majored in Theater Arts, with an Emphasis in Set Design, 1996

Supplemental Education **San Francisco State University, California**
Various courses in Programming, Flash, Photoshop, Illustrator, and more

Art Center College of Design, Pasadena, California
Product Design and Drawing courses, 1996-98

- Skills**
- Media Generation (Photography, Photoshop, Illustrator)
 - Web Development (HTML, Flash)
 - Conversational in Japanese, French, Italian