

Matt Ludwig

Work Statement

I am looking to join another online brand and company, or mature startup working in the UI, Product, and Creative Team as a lead working to better that company's product for the user experience.

Work Experience

Freelance Creative Director & UI/UX Designer

I have worked on a range of projects spanning the last 7 years in a lead role on behalf of my clients directing both internal and self-collected teams of specialists.

BlipSnips.com

Co-founded and directed Product and Design for this internet startup.

AdMeld.com

UI for their reporting dashboard product. I worked with their internal dev team to design this product's interface.

"JCMG.com"

Joined this pre-launch startup as CD to design a new product using the social graph and peer ratings for group luxury travel planning.

eBay.com

I was asked for ideation and initial creative directions for a completely new direction for the brand, I conceived screens of this new user experience and campaign. The concept was being a winner on eBay; a winner through exploration and bidding.

MetaCafe.com

Designs for a pitch in advertising partnership. All details were my responsibility used to promote participation in the community.

APCO Worldwide; Washington, DC

Strategic branding and market launch of many client websites, including: Kodak, Reed Elsevier, Humana UK, Crowne Plaza hotels. All art direction and product coordination for these large-scale, sites I helped direct.

RTC Marketing Communications; (Y&R Agency)

Art direction and design services for Glaxo, Smith, Kline account, Art Directed Nicorette, NicoDermCQ, and Way2Quit sites launch.

bps:technologies (Sep 2002- March 2004)

Art Director and Lead Designer for both print and Web
User Interface Designer Videographer

texture|media, inc. (Jan 2000- June 2002)

Lead Print Designer and Web Designer
Experience Design Author (www.climbmeru.com)

Contact Information

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Skills Overview

Creative Direction and Strategic Design

I am a Creative Director for Online and Traditional. My responsibilities are concept, pitch, design & direction to a group of team members remote and local. I am tasked with devising the strategic brief and leading the client and my team through this, while constantly critiquing the products brand positioning in the market. Directing a team to make it come to life and finally carrying the concept and design to launch. My job is to provide exceptional user experiences on the internet.

Internet & Media Strategist

The internet and traditional media are one. Branding, strategy, way finding- they are all critical. I carry extensive experience in building products online that enable people to do more.

Online Marketing

I bring brands to life. I have years of online and traditional marketing & advertising experience and the ability to know what works and what fails. With several awards, extremely well performing campaigns, I have been able to work out a user-centric methodology for both discovery and design that can lead & direct a companies or clients' needs.

Education

University of Colorado at Boulder; Boulder, CO
Bachelor of Arts in Art History, May 2000
Minor in Business Administration

References

References are available upon request. I have some fantastic ones, so just ask...

Awards

TechStars Boulder 2010

My company www.BlipSnips.com was accepted into the rigorous TechStars program.

www.untouchables.org

Inclusion of site in the follow-up article of people influenced by the Dalit movement in National Geographic Feb 2004 issue.

365: AIGA Year in Design, 2002

First Place, Founding Member and first time award awarded for Experience Design. (http://www.aiga.org/content.cfm?contentalias=365_expdes_detail&csi=193)

Invited to speak at CHI2002 | AIGA Experience Design FORUM

Awarded for design/completion of the Climb:Meru Project- <http://www.ClimbMeru.com>

Computer Skills

Illustrator
Image Ready
InDesign
Fireworks
CSS
OmniGraffle
Keynote
Drupal

Photoshop
Freehand
Dreamweaver
Flash
Homesite
Visio
Acrobat Pro
Plone