

matt sherwood

17+
YEAR
CAREER

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@itsMattSherwood 

work

2011 - NOW

Wicked Sweet Games OWNER / SELF EMPLOYED

- Designed marketing campaigns, bundles and offers to drive revenue for mobile game *WWE:Champions (Scopely)*
- Worked as a UI / UX / Graphic Designer on the *Wheel of Fortune: Free Play* mobile game (Scopely)
- Provided UI / UX solutions and developed Flash applications for the award-winning brand *StoryBots (JibJab)*
- Conceptualized 'Teacher Dashboard' User Interface and sales website for *Reading Rainbow's: Skybrary School (360Kid)*
- Created User Interface tools & marketing website for parents & teachers using *The Foos (codeSpark Academy)*

2011 - 2011

Meteor Games ART DIRECTOR

- Lead the Art, UI / UX and Marketing efforts for social games: *Island Paradise, Serf Wars* and *Neopets: Treasure Keepers*
- Managed Art & UI / UX teams: 22 total employees, including 3 Art Project Leads and 1 UI / UX Manager
- Conceptualized content strategies to drive sales of virtual goods and boost Average Revenue Per User

2005 - 2011

Disney Interactive ART DIRECTOR / CREATIVE LEAD

- Oversaw 2d Art production, UI / UX Design for the *Disney Pixar* virtual world: *World of Cars*
- Served as the Team Creative Lead and oversaw Story development / Community Management for *World of Cars*
- Designed and Animated promotional assets for the game products: *Disney XD* and *Disney Connection*

2002 - 2005

Warner Bros. Online PRODUCER / ART LEAD

- Managed *Kids' WB!* Online creative strategy and development to support On-Air promotions
- Created Flash Games, animated content and interactive Web Apps to drive ratings for *Kids' WB!* shows
- Lead the Design on: *Ooh Ooh Ahh Ahh "Just For Kids" Island Monkey Summer* (2005 Gold PROMAX Award)

1999 - 2002

Freelance ARTIST / ANIMATOR / DESIGNER

- Worked for clients: *DNA Studios, Exopolis, SONY, eVite, FOX Sports, Jim Henson Studios, Comedy Central, etc.*
(Complete work history, portfolio samples and references are available upon request.)

software

Adobe: Photoshop, Illustrator, Flash, Flash Builder, After Effects, Lightroom, Soundbooth; **AutoDesk:** Maya 2008; **HTML & CSS;** ActionScript 3; Git, Eclipse, Cornerstone, CVS, SVN

education

Syracuse University,
Bachelor of Fine Arts, 1999
College of Visual and Performing Arts:
School of Art and Design, Majored in:
Computer Graphics

extras

Team in Training / Leukemia & Lymphoma Society: Marathon Coach, Social Media Captain;
Toastmasters: Club President, VP of Education, Treasurer, Advanced Communicator Silver Award, Competent Leader Award