

# Matt Snow

## Summary

Over twenty years proven knowledge in creative strategy, vision, communication, and leadership. Extremely passionate about leading and mentoring people, creating products that matter, and beautiful, functional design.

## Experience

**Zynga** | San Francisco 2010 - Present

*Art Director* › *Sr. Dir. Exp Design* › **Head of Experience Design**

- Art/UX direction for 7 shipped titles
- Established org of Art & Experience Design departments
- Hiring, management, and mentorship of creative teams
- Overhauled production process to improve team speed by 75%
- Company leader for Art and Experience Design
- Awards: “Rockstar,” “I am Giant,” “Excellence in Volunteering,” and highest “Peer 360” manager approval rating in company

**Adobe** | San Francisco 2006 - 2010

*Art Director* › **Experience Design Manager**

- Created mobile and TV applications for Fortune 500 clients such as Sony, Warner Brothers, NYT, Epix, Yahoo, MLB, Digg, Samsung, Verizon, T-Mobile, and Nickelodeon
- Shipped Adobe’s first Photoshop mobile app for iOS & Android
- Creative direction and design for high-visibility campaigns reaching millions of Adobe customers
- Presented at worldwide conferences and trade shows for company

**Macromedia** | San Francisco 2003 - 2006

**Interactive Art Director**

- Spearheaded the visual and UX redesign of Macromedia.com
- Designed and developed immersive interactive web features reaching millions of unique visitors

**Quokka Sports** | San Francisco 1998 - 2001

*Lead Designer* › *Creative Director, NQV* › **Creative Director**

- Designed the multi-award winning NBC Sydney Olympics website
- Pioneered innovative storytelling techniques
- Nominated for two “Webby” awards

## Interests

Cooking, Weightlifting,  
Rock Climbing, Reading,  
Music, Games, Travel

## Education

BA in Fine Art  
Minor: Multimedia  
University of Maine  
*Cum Laude*

## Contact

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