

Matthew Black

M 19^{1/2} Tileston Street, #3
Boston, Massachusetts 02113
E 100kd@comcast.net
W www.100kdesign.com
T 617.523.2763



WORK HISTORY



100KDESIGN, *Boston, Massachusetts. November 2006 – Present*

Freelance/Contract Information Architecture and User Experience. Clients: Digital Influence Group (IBM, American Chemistry Council), iFactory (RSA Conferences, MGH-IHP), One-to-One Interactive (McGraw Hill, IronMountain), AIR Worldwide, Boston College International Studies Center, Sapient (Yale SOM), SmartBargains, Kor.com.



One To One Interactive, *Charlestown, Massachusetts. April 2008 – April 2009*

Information Architect. Rapid iteration of wireframes, sitemaps and user flows. Developed clickable prototypes (Axure) and outlined test plan. Clients included McGraw-Hill (Platts, Aviation Week, JD Power Automotive), MedaPharma (Astepro), Iron Mountain, Healthy Advice Network and RiteAid



Arnold Worldwide, *Boston, Massachusetts. November 1999 – November 2006*

Information Architect. Information Architecture Group (3 yrs.) Interactive planning and development, functional design iteration through wireframes, sitemaps, user flows and multimedia presentations. Clients included Citizens Bank, Oral B, Acushnet (Titleist), Timberland, Fidelity, Vonage, ESPN, Volkswagen, Talbots, Boston Market, Brown Forman (Southern Comfort), American Legacy (Truth Campaign), Royal Caribbean, Radio Shack, US Treasury and new business.

Studio Production/Design (4 yrs.) Conversion of layout documents and concepts for release to print vendors of various media (newspaper, outdoor, magazine, store displays, packaging manufacture, etc.) Clients included: Royal Caribbean, Radio Shack, Massachusetts Department of Public Health, American Legacy (Truth Campaign), Volkswagen, Acushnet (Foot Joy, Titleist), McDonald's, EMC, Monster.com, Talbots, Boston Public Library, Massachusetts Cultural Council, American Ireland Fund, Jet Blue and new business.



The Creative Group, *Boston, Massachusetts. Freelance Production/Design. January 1998 – November 1999*

Contract work in various print production settings and with varied responsibilities, including Bernard Hodes Group (recruitment advertising), Holland Mark Martin Edmund (collateral), DRDG -New England Runner (production, layout, color correction), Tufts New England Medical Center (layout), Grand Circle Travel (layout), J. Baker (ROP and newspaper ads, magazine ads) Putnam (direct mail), Pioneer (direct mail), and many more.



Trend•Lines, *Revere, Massachusetts. February 1996 – December 1997*

Full service design, production, layout, for catalogs, flyers, mailers, newspaper & collateral for Woodworkers Warehouse, Post Tool, and Golf Day and their affiliate stores.



Course Technology, *Cambridge, Massachusetts. August 1995 – February 1996*

Contract Production. Layout, editing of company catalog, direct marketing, and collateral.

Experience, Education, Organizational Experience and Additional Work on second page.
References and endorsements provided upon request

▶ PC/MAC EXPERIENCE

Core Applications: Axure, Visio, iRise, MindManager, PowerMapper, SortSite, Omnigraffle, Adobe Creative Suite (esp. Photoshop, Illustrator, InDesign, Dreamweaver, Flash), Tobii Eye Tracking, QuarkXPress, Freehand, Pagemaker, MSOffice.

▶ EDUCATION

University of Nevada, Reno, Nevada – *BA , English Literature, minor in Journalism (Print)*.
Columnist, staff writer and ad production for the Sagebrush, the bi-weekly University Newspaper. Also part of ASUN (Associated Students of the University of Nevada) as the Special Events Chairman and Public Relations Director, responsible for promotion of on-campus and local community events, design of all event elements (press releases and direct advertising). Served as events liaison and media contact to radio, newspaper and all local media.

▶ ORGANIZATIONAL EXPERIENCE

North End Waterfront Neighborhood Council, Board Member (2006-2008)
Friends Of The Prado, President and Co-Founder (2005-Present)
North End Music and Performing Arts Center, Vice-President, (2002-present)
Democratic National Convention, Boston 2004, Nevada Delegation Liaison (2004)

▶ ADDITIONAL WORK

Zipcar

Promotional and Operational Design. Materials for initial product rollout in MBTA billboards as well as postcard stands and targeted marketing. Also designed parking signage, damage mail in card and collateral pieces.

North End Children's Center

Design/PR (Pro-Bono). Logo, brand identity, newspaper ads, display ads.

Boston University HNBA

Design (Pro-Bono). Design for the National Conference hosted at Boston University

Friends Of The Prado

Design/PR (Pro-Bono). Logo, brand identity, mailer cards

North End Music and Performing Arts Center

Stage Design, Construction, Design/PR (Pro-Bono). Print advertising, project identity (posters, tickets, ad books)