





MATT ZIEGLER

CREATIVE DIRECTOR

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OVERVIEW

A Creative Director with 7+ years of solid success and implementing a broad range of revenue-generating projects from concept to launch. Dedicated to creativity, simplicity, usability, and results. Skilled in working with big brands, such as T-Mobile, COX, AEG, NFL, to transform business narratives into storytelling journeys. A strong passion for human interactions with technology and an excitement for turning new challenges into solutions.

EXPERIENCE

Senior Creative Director

Jan 2018 - Oct 2021

TruClear – Newport Beach, CA

Serving as Sr. Creative Director for a busy experience agency, I assisted in generating revenue with experience installations for clients such as AEG, NASCAR, T-Mobile, COX, Resorts World, and more. Managed all aspects of the experience journey from conceptualization, innovation, development, implementation, and monetization. Led internal creative team, while filtering workflows to external creative partners. Operated a 5,000 sq ft Experience Center showroom.

Creative Director

Apr 2015 – Jan 2018

Appfinity – Las Vegas, NV

As the Creative Director, I managed project scopes, budgets, discovery, and time tracking for all clients at Appfinity. Drove the creative department that overhauled client's websites and mobile applications with clean, modern designs and best practices, responsive framework, SEO optimization, API integrations, and brand injections. Assisted in creating interface and concept designs for internal applications.

Lead UI/UX Designer

Nov 2013 – Feb 2015

Select-TV – Las Vegas, NV

Represented the team as UI/UX designer. Responsible for creating, modifying, and publishing the interface design for an in-room television platform for the hospitality industry. Worked with developers to deliver a product that was functional for their 400 properties using the platform.

Digital Designer

Nov 2011 – Nov 2013

Tapp'd – Los Angeles, CA

Created and designed branding material, PowerPoints, production ready imagery, icon sets, and other graphic design elements needed for client projects. Assisted in designing website concepts for clients.

Business Insights Specialist

Sep 2011 – Sep 2012

Red Bull – Santa Monica, CA

Worked in the Insights department, delivering data analysis, trend reports and category assessments for Red Bull and competitors in the energy drink sector. Created sales material for BU sales reps.

EDUCATION

University of Phoenix
Business Management

2008

Adobe Certified Expert
Photoshop

2009

SKILLS

- + Adobe CC
- + Creative Vision
- + Team Management
- + HTML/CSS
- + UI/UX Design
- + Application Development
- + Branding/Marketing
- + Microsoft Office