
MATTHEW ALBRIGHT

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EXPERIENCE

Dell, Inc. · 10.2009 – Present · Austin, Texas

> ENTERPRISE INTERACTION + VISUAL DESIGN LEAD

As the interaction & visual design lead, I am responsible for the creation, stewardship and evangelization of visual design languages developed to standardize hundreds of software applications offered by Dell's Enterprise Product Group. I concurrently manage numerous design and production teams, re-engineering applications to stringent interaction & visual design specifications, during the entire development life cycle. Responsibilities include: team leadership, creative direction & management, project coordination, internal client relationships, information architecture, design analysis, tactical interaction & visual design explorations, and executive design education. My short tenure highlights include: directing strategy, interaction & visual design for Clarity Mk.2, an interaction framework & visual design language, tactical & strategic refresh of Clarity Mk.1, the initial Enterprise-wide visual design language, oversight of dozens of internal & external Mk.1 software implementations and continued education on the benefits of a consistent Enterprise software portfolio. Design strategy and artifacts have been showcased to the highest executive levels, including Michael Dell.

Client: Dell

Frog Design · 05.2007 – 10.2009 · Austin, Texas

> SENIOR DESIGNER

As Senior Designer I was responsible for the management and direction of dynamic creative teams, as well as, creation of interactive design concepts. As a hybrid designer I filled dual roles as a Design Analyst/Interaction Designer and a Visual Designer. Responsibilities include: team leadership & management, project coordination, client relationships, strategic concept development and implementation, information architecture, design analysis & research, and tactical design explorations for all creative projects. Highlights include: visual design lead for the redesign of Sprint.com, strategy & design for Expedia.com's ski travel store, a world-wide environmental visual identity system for The Coca-Cola Company, a first-in-class PDA touch interface for Canada's Bell Mobility and strategy, interaction & visual creative direction for web and mobile efforts for Gogo Inflight Internet.

Client: Sprint, The Coca-Cola Company, Bell Mobility, Expedia.com, Gogo Inflight Internet

Critical Mass · 04.2006 – 02.2007 · Calgary, Alberta

> ART DIRECTOR

As Art Director I was responsible for the management and creative direction of multidisciplinary teams, varying in size from three to fifteen, comprised of creative, research, and project management assets. Responsibilities included: team leadership and management, project coordination, strategic concept development and implementation, information architecture, client presentations, research, usability testing, and tactical design efforts. Highlights included: strategic and tactical improvements to the client's antiquated web site, as well as, design solutions for individual corporate internet efforts.

Client: USAA

Circumerro Creative Group · 06.2003 – 04.2006 · Jackson, Wyoming

> SENIOR ART DIRECTOR

As Senior Art Director I was responsible for the execution of all creative duties. Responsibilities included: team leadership, project coordination and management, client presentations, as well as concept development, information architecture, usability and visual design for all internet, advertising, and graphic design projects. Duties included: brand and product development, design methodology, new business marketing and strategy, and internal business development. Due to my efforts, in both creative and business development, the reorganized studio experienced a 300% increase in billings, won several national clients, and increased the level of quality of all creative solutions.

Clients: Cloudveil Mountain Works, Gros Ventre River Ranch, Grand Targhee Ski Resort, Dutko Worldwide, Jackson Hole Mountain Resort

Nippenose Design · 11.2001 – Present · Austin, Texas / Calgary, Alberta / Jackson, Wyoming / Dallas, Texas

> PARTNER

As a Partner I am responsible for the creative operation and business development of the studio. Responsibilities include: project coordination and management, client management and presentations, proposals and pricing, creative concept development, information architecture, and visual design for all design projects. Highlights include the design and development of a Flash-based web site for The Color Place, visual design for Crest Whitestrips web site, and brand development for Adea Solutions, which included a corporate web site, an intranet site, marketing collateral, and advertising elements.

Clients: Nike Golf, Nike Bags, OHSU, Crest Whitestrips, Adea Solutions, The Color Place

EXPERIENCE

Luminant Worldwide · 11.1999 – 11.2001 · Dallas, Texas

› **SENIOR GRAPHIC DESIGNER**

As Senior Graphic Designer I was responsible for team leadership, project coordination, client presentations, as well as concept and visual design of web sites, rich media, advertising, and graphic design projects. Highlights included art direction and interface design for American Airlines portal aa.com, information architecture and graphic design of Kimberly-Clark's corporate web site, and the information architecture, art direction, and visual design for the Dallas chapter of Habitat For Humanity web site.

Clients: American Airlines, Kimberly-Clark, Habitat For Humanity, Dexter Shoes, TXU, JCPenney, Hilton Hotels

JoinerRowlandSerio · 02.1999 – 11.1999 · Dallas, Texas

› **WEB DESIGNER + PRINT PRODUCTION MANAGER**

Clients: Berryman Products, American Iron Horse Motorcycles, NY Life Care, MCI, Internet America

Squires and Company · 11.1997 – 02.1999 · Dallas, Texas

› **WEB DESIGNER + STUDIO MANAGER**

Clients: First State Bank of New Mexico, Carrington Labs, Urologix, Cameron-Ashley, TurboChef

CSA&D · 08.1995 – 02.1997 · Dallas, Texas

› **DESIGNER + PRINT PRODUCTION MANAGER**

COMPUTER

Mac/PC – All major graphic design programs including: Photoshop, Illustrator, Freehand, Flash, InDesign, OmniGraffle, MS Office

EDUCATION

University of Richmond · Bachelor of Arts, 1992

REFERENCES

Available on request