

Experience designer crafting digital products and solutions that drive performance and engagement. See examples of my work at matthewdichter.com.

Professional Experience

FFW

JUL 2017 - PRESENT

Design Lead

- Leads project research, content and design teams on the design of digital platforms and products
- Contributed to new business pitches that led to significant wins for the agency
- Mentors junior members of the team to help build skill sets and adhere to best practices

Manteca

OCT 2013 - OCT 2020

Founder

- Boutique creative studio offering Digital Strategy, Creative Direction, UX, and Design
- Designed and managed development of marketing websites, apps, and business
- Clients included Warner Brothers, Mayfield Robotics, Intercontinental Hotels, Forrester Research, Population Connection, and E&J Gallo Brands: Ecco Domani, Shellback Rum, and Carnivor Cabernet

Home Front Communications

DEC 2010 - OCT 2013

SVP, Director of Interactive

- Led and mentored cross-disciplined team of strategists, art directors, UX designers, copywriters, developers, and project managers in the creation of websites; web, mobile, and social apps; data visualization and infographics; and social media campaigns
- Directed new business pitches and proposals
- Created and executed digital strategies for government, corporate, foundation, and nonprofit clients including Ad Council, The Robert Wood Johnson Foundation, The Pew Charitable Trusts, The US Census Bureau, and Smithsonian Museums
- Turned loss-leader department with high staff turnover into a healthier business unit, increasing revenues and employee satisfaction and retention

Brierley+Partners

JULY 2008 - DEC 2009

Creative Director, Interactive

- Oversaw digital components of CRM and Loyalty Programs for clients including Hertz, Hilton, Bloomingdale's, JCPenney, Jiffy Lube, Sony, and American Eagle
- Assisted in new business pitches and proposals
- Managed the digital transformation of a print-focused creative team and implemented new processes and procedures for digital work.

DIGITAS

DEC 2004 - JUN 2008

Lead Designer

- Served as creative and technical lead on all video, animation, and effects for interactive projects.
- Art direction, design, animation, and development of websites and online advertising campaigns for clients including GMC, Buick, OnStar, Tide, Gillette, Duracell, Crest, Holiday Inn, The Home Depot, and FedEx.

Film Roman

OCT 2000 - MAR 2002

Lead Animator, Digital Animation Dept.

- Animated web, broadcast, and film projects handled by digital department.
- Assisted in animation, effects, lip-synching, ink and paint, and illustration
- Credits included: The Simpsons, King of the Hill, RL Stein's Haunted Lighthouse, The Man Show.
- Also responsible for design and maintenance of Film Roman's web channel Level13.net.

Education

Boston University, College of Communication
B.S., Film and Television

SEP 1995 – JUNE 2000

Awards & Recognition

2013 Webby Honoree

Cook Political Report

2012 Webby Nominee

2012 Best Association Website - IAC Awards

Freight Rail Works

2008 Best in Show – Adrian Awards

2008 Best Integrated Online Campaign (Travel) – OMMA Awards

The Smart Show – Holiday Inn Express

2006 W3 Award

Cribs/Look Again – Holiday Inn

Skills & Software Expertise

Adobe Creative Suite (Design, Animation and Video Production tools), UX Design & Prototyping (Figma, Sketch, Craft, InVision, Axure, Omnigraffle), Microsoft Office, Google G Suite (Docs, Sheets, Drive, etc.), Keynote, JIRA, SharePoint, Slack, WordPress, Drupal, Contentful, BigCommerce, Shopify