

# Matthew Dichter

matthewdichter.com  
linkedin.com/in/matthewdichter

Digital Strategy, Creative, and Design Leader with an award-winning track record of helping organizations undergo digital transformations and exceed business goals, building and scaling agency design and creative teams, and crafting digital campaigns, products, and solutions that drive performance and engagement.

## Professional Experience

**JAKALA (formerly FFW)** Jul 2017 - Present

### Creative Director, North America (Jan 2024 - Present)

- Oversees the agency's creative services and a global design team including UX Researchers, Content Strategists, UX Designers, Visual Designers, Art Directors, and Motion Graphics Designers.
- Sets creative and strategic vision for the company, client projects and new business opportunities
- Speaks at and represent agency conferences and partner events
- Mentors junior members of the team

### Director of Experience Design (Aug 2021 - Dec 2023)

### Design Lead (Jul 2017 - Jul 2021)

**Manteca** Oct 2013 - Jul 2017

### Founder/Creative Director

- Boutique creative studio offering Digital Strategy, Creative Direction, UX, and Design
- Designed and managed development of marketing websites, apps, and campaigns.
- Clients included Warner Brothers, Mayfield Robotics, IHG, Forrester, and various E&J Gallo Brands.

**Home Front Communications** Dec 2010 - Oct 2013

### SVP, Director of Interactive

- Led cross-disciplined team in the creation of websites; apps; data viz/ infographics; and campaigns
- Directed pitches and proposals and crafted strategies for government, corporate, and nonprofit clients
- Turned loss-leader department with high staff turnover into a healthier business unit

**Brierley + Partners** Jul 2008 - Nov 2010

### Creative Director, Interactive

- Led digital creative and strategy of CRM and Loyalty for clients including Hertz, Hilton, Bloomingdale's, Sony, and American Eagle and assisted in new business pitches and proposals
- 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. Credits included: The Simpsons, King of the Hill, RL Stein's Haunted Lighthouse, Press Your Luck, and The Man Show.

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## Speaking Engagements & Awards

DrupalCon Portland 2024

DrupalCon's Next Top Content Model  
Discoveries for Scale

DrupalCon Pittsburgh 2023

Chopped! Design Systems Edition

2023 Webby Honoree

IES Abroad

2013 Webby Honoree

Cook Political Report

2012 Webby Nominee

Freight Rail Works

2012 Best Association Website - IAC Awards

Assoc of American Railroads

2008 Best in Show - Adrian Awards

The Smart Show

2008 Best Integrated Online Campaign (Travel) - OMMA Awards

Holiday Inn Express

2006 W3 Award (Gold - Humor & Comedy)

Cribs  
Holiday Inn

## Education

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

Sep 1995 - Jun 2000

## Skills & Software Expertise

### Design & Creative Tools

Miro, Figma, FigJam, Adobe Creative Suite

### AI Tools & Prompt Engineering

Midjourney, Adobe Firefly, ChatGPT, Google Gemini, Dora

### Office & Productivity

Microsoft Office Suite, Google Suite, Slack, Keynote, Jira, Confluence, Sharepoint, Monday, Concur

### Technology Platforms

Salesforce, Hubspot, Contentful, Drupal, WordPress, BigCommerce, Shopify, Webflow, Builder.io



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See samples of my work at [matthewdichter.com](https://matthewdichter.com)  
Email me at [matthew.dichter@gmail.com](mailto:matthew.dichter@gmail.com)