

Matthew Eastman



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Education: Elon University – Elon, NC

M.A. in **Interactive Media**; User Experience Design May 2015
B.A. in **Environmental Studies**; Sustainability (*double major*) Dec 2014
B.A. in **Media Arts and Entertainment**; New Media May 2013

Design and Creative:

UX/UI • Wiring Framing • Rapid Prototyping • Responsive Design • Usability Testing • User Interviews • User Analysis • Information Architecture • Personas • Agile Method

Software and Languages:

Adobe Illustrator, Photoshop • Prototyping Tools • Git • HTML5 • CSS3 • jQuery • JavaScript • SASS • Node.js / React.js (*learning*) • Cross-Platform Compatibility

Professional Experience:

Web Producer – Teleflora, Santa Monica CA, February 2017 - Present

- Design, Develop, maintain E-commerce website and assets.
- Drive innovation by leveraging new technology

Web Master – BettercareMD, Irvine CA, May 2016 - December 2016

- Wireframe responsive UI for Telehealth websites.
- Design, conduct, and analyze UX usability test with medical physicians. Produce Personas.
- Develop responsive Telehealth websites using HTML5, CSS3, jQuery, JavaScript.
- Work with Motion Graphic Artist in creating 60-second motion graphic ad.

Production Assistant – ACME Filmworks, Los Angeles CA, March 2016 - May 2016

- Update movie poster graphics and animation director storyboards using Photoshop and Illustrator.
- Manage all office procedures and Shopify accounts.

Front-End Developer – V-Soft Consulting, Los Angeles CA, October 2015 – March 2016

- Rebrand entire company - UI, Information Architecture, color scheme, topography, copy.
- Develop wireframes for responsive interface.
- Code responsive website using HTML5, CSS3, JavaScript and PHP.
- Analyze Google analytics for UX report.

Product Design & UX Researcher – 10% Campaign, Raleigh NC, August 2014 - May 2015

- Create original concept for the “Simply Local” mobile application.
- Develop mobile app wireframes and high-fidelity prototypes using Solidify and InVision.
- Led UX/UI Research - construct, test, and analyze usability testing.
- Synthesize UX Report and pitch MVP at start-up competitions.

UI & Content Strategist – Lions Club, Dominican Republic, November 2014 – January 2015

- Identified and coordinated client’s objectives between video, design, and development team members.
- Sketch UI wireframes, outlined hierarchy of content, conducted consumer experience interviews.
- Designed lower third motion graphics and interactive web content.
- Develop responsive website using HTML5, CSS, jQuery, Javascript.

Assistant Producer – Bluewater Media, Clearwater FL, March 2014 – July 2014

- Assistant to Director in long and short form 4K commercial productions.
- Optimized SEO using Ad words and Google analytics for client websites, blogs, social media outlets

- Conduct on-camera user interviews with over 25 student consumers.
- Produce Consumer Experience Report and Video to present to Nutella Board.

Production Manager – *Live Oak Communication*, Elon, NC, January 2012 - May 2012

- Met with clients to presented UI wireframes, pitch commercial scripts, and marketing campaigns.
- Coordinated information between account executives and creative teams.
- Managed 8 creative student-advertising teams.

NCAA Football Player – Elon University, Elon NC, Fall 2009 - Spring 2013

- Three-year varsity letterman at as a Running back/Fullback.

Projects, Entrepreneurial, Volunteer:

WebTV Platform & Remote Web App – *December 2014 - May 2015*

Researched various interactive video and web app remote frameworks to Design and develop a WebTV platform and remote control prototype for a self-produced entertainment show. This project involves Node.js, Express.js, Socket.io, Interlude, Klynt, HTML5, CSS and experimental UX design.

Collegiate Baseball League Media Director – *January 2012 - July 2012*

I was apart of a team that created a colligate summer baseball league venture, where I was responsible for designing, maintaining, and updating our website and blog, and producing multimedia content.

Sustainable Tree house Community Volunteer – *May 2011 - August 2011*

Volunteered at a sustainable tree house community in the Costa Rica Rainforest, hiking over 350 acre property installing map stations and zip lining with guest. While at FincaBellavista I also produced YouTube and social media videos and helped with daily tree house community operations.

Awards and Honors:

- 2015 – Institute of Emerging Issues Prize for Innovation Nominee for the “Simply Local” mobile application.
- 2014 - 1st place in Elon University’s Human Rights and Social Justice writing content.
- 2013 - 1 of 20 students selected nationwide by Focus the Nation as an environmental storytelling delegate.
- 2012 - Planet Forward PBS Nomination & 2nd place in Elon Sustainable Video Contest
- 2011– Elon University Dean’s list

Travel Experiences:

Costa Rica • Madrid • Barcelona • Ecuador • Dominican Republic • Scotland • Jamaica • Australia • Thailand
Japan • Canada • Mexico



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