



## MATTHEW EASTMAN

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MatthewEastman.com  
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## EDUCATION

M.A. Interactive Media  
Elon University '15

B.A. (Double Major) Media Art  
& Environmental Studies  
Elon University '13, '14

## PROCESS & SKILLS

### Design & Prototype

- UX/UI
- Info. Architecture
- Wire Framing
- Motion Design
- Graphic Design
- Web & Mobile Design
- Storyboarding
- Interactive Video
- Body/Creative Writing
- High-Fidelity Proto.
- Prototype Reports

### Develop & Produce

- HTML & CSS
- Illustrator/Photoshop
- Premiere/Final Cut
- After Effects
- InDesign
- Command Line
- Cordova

### Learning

- Javascript
- Interactive Video Design

## TALENT

- On-Camera Reporting
- Interview Questions
- Green Screen Stand-ups
- Rapper Persona
- Investigative Reporting

## SOCIAL MEDIA

@MatthewEast40  
Facebook/ActivistReport

## EXPERIENCE

### Content Strategist – Lions Club, Dominican Republic, November '14 – January '15

- Coordinate client's objectives between video, design, & development teams
- Outline content hierarchy.
- Produce body copy and Motion Graphics.

### Assistant Producer – Bluewater Media, Clearwater FL, March '14 - August '14

- Assistant to Director on 4K commercial productions.
- Optimize SEO using Ad words and Google analytics for client websites.

### Digital Media Producer – tsdesigns, Burlington NC, August '14 - December '15

- Write, film, and design social media/blog content.
- Create logos and t-shirt designs.

### Production Manager – Live Oak Communication, Elon, NC, January '12 - May '12

- Met with clients to develop advertising campaigns and marketing objectives.
- 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 as a Running Back/Full Back.

## PROJECTS / ENTREPRENEURIAL

### Local Beet Mobile Application - Product Design & UX Research - August '14 - Pres.

Partnered with local food non-profit organization in conducting UX research and designing a mobile application to increase local food consumption.

### Nutella Research - Consumer Research & Video - October '13 - November '13

Conducted and filmed over 25 in-person student interviews for consumer research on Nutella consumption on Elon University's campus.

### Colligate Baseball League - Media Director - Jan '12 - July '12

Part of a team that recruited over 300 colligate baseball players for a start-up league in Myrtle Beach, SC. I designed the league website/blog, produced all media, and Promotional content.

### Independent Documentary - Sustainability Volunteer - June '11 - July '12

Lived in a sustainable treehouse community in the Costa Rican rainforest producing youtube and blog content for the community (FincaBellavista). I created my first documentary "Finding Balance @fincabellavista".

## AWARDS

**2015** - Institute of Emerging Issues Prizes for Innovation Nominee for the "Simply Local" mobile application prototype and user research.

**2014** - 1st place in Elon University's Human Rights Media Writing Contest.

**2013** - 1 of 20 students selected nationwide by Focus the Nation as an environmental storytelling delegate for blogging at crewgreen.org.

**2012** - Planet Forward PBS Video Nomination for "Recycle The Digestive Cycle"

**2012** - 2nd place in Elon University's Sustainability Video Contest

**2011** - Elon University Dean's List

## TRAVEL

### Been to:

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

### Next:

China • Tokyo • Philippines • New Zealand • Egypt • South Africa