



Matthew Eastman

DesignEastman@gmail.com

MatthewEastman.com

813-394-7500

Key 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, jQuery
- Illustrator/Photoshop
- Premiere/Final Cut
- After Effects
- InDesign
- Edge Animate
- Branding Case Studies
- Public Speaking/Talent

Learning

- JavaScript
- Meteor
- Node.js

Interest Areas

Storytelling Structure
Social Media Activism
Snow Boarding
iDocs
Non-Linear Editing
Eco-Stewardship
Health Technology
Web Sockets
WebTV Platform

Personal Profile

A recent M.A. graduate in Interactive Media with a versatile skill set in UX design, front-end development, and multi-media production eager to explore the evolving web television platform. Extensive research and experimentation with emerging interactive storytelling technologies provides a large-scope perspective in new media environments.

Awards as a media producer and environmental activist, success as an entrepreneur, and accolades as an NCAA athlete required exceptional time management and persistence. I'm searching for the opportunity to create rapid high fidelity prototypes as a UX designer and front-end developer.

Education

M.A. Interactive Media • Aug. 2014 - May 2015

Thesis Project - Develop a WebTV Platform and Remote App

Link - <http://mattheweastman.com/ARProcess/>

B.A. Environmental Studies • Jan. 2012 - Dec 2014

Thesis Research - Market and Consumer research in creating a Local Food Mobile Application for North Carolina.

Link - <http://mattheweastman.com/SimplyLocal/>

(Double Major) Media Entertainment • June 2009 - May 2014

Thesis Research - Framing Climate Change Media to Gen Z

Link - <https://crewgreenresearch.wordpress.com/>

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 for scripting and producing independent documentary "Aramark: You Are What You Eat".

2013 - NCAA Varsity Football Letter as a Fullback

2013 - 1 of 20 students selected nationwide by Focus the Nation as an environmental storytelling delegate for blogging at crewgreen.org and managing The Activist Report Facebook Page.

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

2010 - NCAA D-1AA Football Scholarship

2009 - Hillsborough Scholar Athlete Award

2009 - 4 year DECA Member

Cultural Experience

Been to:

Costa Rica • Ecuador • Mexico • Canada • Madrid • Dominican Republic

Next:

Barcelona • Scotland • Australia • Jamaica • Alaska

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



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Social Media

in/designme

@MatthewEast40

fb/ActivistReport

fb/matthew.eastman.31

Links

UX and Development

<http://mattheweastman.com/SimplyLocal/>

<http://mattheweastman.com/ARProcess/>

<https://crewgreenresearch.wordpress.com/>

http://mattheweastman.com/Edge_Activism/

https://youtu.be/ekpt_Tlp5W4

Video & Content Strat.

<http://www.hogarcotui.org/>

<https://interlude.fm/v/MQmLNm>

<http://www.esteemathletic.com/>

<https://thebeachleague.wordpress.com/>

<https://youtu.be/twtS3CxqlI4>

<https://youtu.be/LUkuluzJDjg>

Press

<http://www.elon.edu/e-net/Article/107038>

<https://www.elon.edu/e-net/Article/71269>

<http://www.thetimesnews.com/20131103>

[/vintage-van-fitting-for-a-free-spirit/
311039924](/vintage-van-fitting-for-a-free-spirit/311039924)

<http://www.elon.edu/e-net/Article/53357>

<http://www.elonpendulum.com/2012/05/>

[tight-end-vaults-into-gaping-hole-at-
no-1-running-back/](tight-end-vaults-into-gaping-hole-at-no-1-running-back/)

Professional Experience

Content Strategist – Lions Club, Dominican Republic, Nov. '14 – Jan. '15

- Coordinate client's objectives between video, design, & development team members.
- Conduct on-camera interviews with clients.
- Outline content hierarchy for web team.
- Produce body copy and lower third motion graphics.

Assistant Producer – Bluewater Media, Clearwater FL, Mar. '14 - Aug. '14

- Assistant to Director on 4K commercial productions.
- Set up lighting and props
- Operated DSLR 720D for behind-the-scene footage.
- Optimize SEO using Ad words and Google analytics for client websites.

Digital Media Producer – tsdesigns, Burlington NC, Aug. '14 - Dec. '15

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

Production Intern – All Pro Media, Elon, NC, Nov. '12 - Jan '13

Production Manager – Live Oak Comm., Elon, NC, Jan. '12 - May '12

- Met with clients to develop advertising campaigns and marketing objectives.
- Coordinate client feedback and information between account executives and creative teams.
- Managed 8 creative student advertising teams in video, graphic design, social media and web development projects.
- Director of social media video commercial for esteem athletics.

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

- Three-year varsity letterman as a Running Back/Full Back.

Projects / Entrepreneurial Experience

WebTv Platform & Remote App - Developer - Dec. '14 - May '15

Used Node.js, Websockets, Interlude, Klynt, HTML and CSS to create two WebTV platform prototypes for a self-produced political entertainment show.

Local Beet Mobile App - Product Design & UX Researcher - Aug. '14 - May '15

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 - Oct. '13 - Nov. '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

Apart 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 independent documentary "Finding Balance @fincabellavista".