



Matthew Eastman

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Social Media

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Interest Areas

Cross-Platform Design

Storytelling Structure

Social Media Activism

Eco-friendly Products

iDocs

Non-Linear Editing

Alternative Medicine

Health Technology

Web Sockets

WebTV Platform

Snow Boarding

Traveling



Personal Profile

A lifelong learner fascinated with technology and process, I consider myself a “UX Scientist” with a passion for designing, conducting, and analyzing user experiments. Natural curiosity drives my ability to lead insight accumulation teams in answering the questions our clients didn’t know existed. My formula carefully combines creative test methods, strict documentation, clear communication, and coffee.

A recent M.A. graduate in Interactive Media with a versatile skill set in UX/UI design, front-end development, case study analytics, and multi-media production, I’m eager for an opportunity to conceptualize, build and test innovative products.

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 Lettermen 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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Key Skills

Design & Prototype

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

Develop & Produce

- HTML, CSS, jQuery
- Illustrator/Photoshop
- Premiere/Final Cut
- After Effects
- InDesign
- Edge Animate
- Video Production
- Public Speaking/Talent

Learning

- JavaScript
- Meteor
- Node.js
- MySQL
- R Analytical Tools

Links

UX and Development

<http://mattheweastman.com/SimplyLocal/>
<http://mattheweastman.com/ARProcess/>
<https://crewgreenresearch.wordpress.com/>
http://mattheweastman.com/Edge_Activism/
<http://www.hogarcotui.org/>

Professional Experience

Product Designer – 10% Campaign, Raleigh NC, Aug. '14 – May. '15

- Create original concept for the “Simply Local” mobile application.
- Led consumer research interviews and market analysis report.
- Develop high-fidelity prototypes and construct usability test methods.
- Analyze usability test results and write UX/UI report.
- Pitch concept at start-up competitions and create business budget plan.

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

- Coordinate client's objectives between video, design, & development team members in constructing client website.
- Conduct on-camera product surveying with clients & customers.
- 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.
- Operate DSLR 720D for behind-the-scene footage.
- Brainstorm and producer client blog content.
- Optimize SEO using Google analytics for client websites.

Digital Media Producer – tsdesigns, Burlington NC, Aug. '13 - Dec. '13

- 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.

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”.