

matt gelfand

DESIGNER/STORYTELLER

CONTACT

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EDUCATION

Master of Science, December 2013
Journalism
Concentration: Interactive Publishing
Medill School of Journalism
Northwestern University

Bachelor of Science, August 2007
Sports Studies
Minor: Business Administration
University of New Hampshire

SKILLS

Photoshop / InDesign / Premiere / HTML5 / CSS3 / Javascript (jQuery) /
PHP (Wordpress) / Git / Github / Dropbox / Sublime Text 2

EXPERIENCE

DESIGN

March 2014

Designer

Backstory

Worked on a five-person team to create a functioning app at SNDMakes hackathon. Allows users to view a succinct timeline of a news story's events in a single view.

September 2013 - Present

Graduate Fellow

Northwestern University Knight Lab

Leading a redesign of website for university's online magazine, *North By Northwestern*. Perform client meetings, wireframing, comping in InDesign, extensive typography research and coding in browser.

September 2013 - December 2013

Designer

Medill Innovation Project (*theaskingprice.org/beer*)

Collaborated on immersive, interactive story about the craft beer industry, coded in Bootstrap, utilizing CSS3 animation, jQuery.

May 2010 - September 2010

Design Intern

Circus Media

Assisted lead designers on various projects, including brand development for Red Bull and Muscle Milk and new company logo.

May 2009 - September 2009

Design Intern

Jackrabbit Design

Received mentorship, advice, training from staff.

WORDS

May 2012 - March 2013

Editorial Assistant

UrbanDaddy Inc.

Wrote features, scouted locations, transcribed interviews and assisted during photoshoots. Experience in project management and completion under tight deadlines for marquee clients.

September 2011 - Present

Weekly Columnist

BaseballHQ.com

Provide weekly fantasy baseball analysis for Gannett-owned publication, utilizing proprietary statistical metrics. Featured on USAToday.com.