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

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.

January 2014 - Present
Enrollee, Front-End Development
Thinkful.com
Enrolled in three-month course to expand my front-end and UX design skills. Produce a total of eight interactive websites utilizing said skills.

September 2013 - December 2013
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 for online lifestyle publication. 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.