

Matthew Zuckman

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Summary

I have professionally proven that putting the customer first produces superior business results. I bring great enthusiasm, experience, and insight to any problem, and seek a position where I can express my creativity to build great online experiences that produce results that work in the real world.

Employment History

- Vice President/Director, User Experience**
2008–2010 **Publicis Modem, San Francisco, CA**
Partial client list: PayPal, LG, UBS
- Established core discipline definitions and practice methods
 - Successfully led major site revamps for PayPal and LG
 - Recruited and managed team of full-time and contract designers, including utilization and billable percentages
 - Collaborated across the agency network on projects and strategic initiatives
 - Established interaction pattern libraries and style guides for agency and partners
- Director, User Experience**
2007–2008 **Real Branding, San Francisco, CA**
Partial client list: Disney, ABC, ESPN, Anheuser-Busch
- Worked with company leadership to develop overall company processes and deliverables
 - Developed and maintained strategic plans with clients and partners
 - Provided thought leadership to internal and client teams throughout the project cycle
 - Supported business development and account services to find opportunities to grow and deepen client relationships
- Senior Information Architect**
2005–2006 **Tribal DDB, San Francisco, CA**
Partial client list: Clorox, NBC Universal
- Led internal account, creative, and technical teams in the ideation of strategy, site evolution, and functional exploration for all projects
 - Worked with clients to determine and execute overall brand strategies into their online transactional and marketing initiatives
 - Developed internal processes, documentation standards, and methodology guidelines for the department and internal teams

- 2005–2007
- Senior User Experience Designer**
EVB, San Francisco, CA
Partial client list: Adidas, LeapFrog, Wrigley
- Led project-level strategy including personas and content strategy, and customer engagement definitions
 - Worked with third-party vendors to design and implement customized e-commerce solutions
 - Defined best/standard practice guidelines for projects

- 2003–2004
- Information Architect**
Grey Global Group, San Francisco, CA
Partial client list: Oracle, Wells Fargo, Network Associates, Veritas
- Documented all aspects of projects by providing wire-frames, use-case scenarios requirements documents, exception handling, schedules, and budgets
 - Led discovery and scope gathering teams, and assisted account groups in the creation of proposals
 - Managed day-to-day relationships with clients
 - Implemented and maintained feature and bug tracking applications and processes
 - Prepared documentation and managed application training for internal and client teams

- 1999–2001
- Executive Producer**
Epylon Corporation, San Francisco, CA
- Led internal teams in the evolution and iteration of key products and services
 - Designed and implemented processes for the department and company with regard to interactive and application development
 - Recruited and managed rapid-response team for the implementation of core client integration needs
 - Designed the interface and workflow for Epylon products, and oversaw the development of a custom-built content management application
 - Worked on standards and compliance manuals to guide the development and execution of all internal projects

Other Experience

- 2008–Present
- Academy of Art University, San Francisco, CA**
Directed Study Advisor for students in the graduate program, School of Computer Arts New Media

Education

Rhode Island School of Design, Providence, RI
BFA, industrial design, with emphasis on man/machine interface design

University of Minnesota, Minneapolis, MN
Liberal arts, with emphasis on economic and political sciences