

## Matt Hallock

Executive Creative Director

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I'm a Brooklyn-based creative director with a passion for building multi-disciplinary design teams. I bring a keen sense of detail to projects that leverages my own intellectual curiosity to distill complex problems and create solutions with clarity across digital touch points.

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## Experience

Wondersauce  
12.2020 – 04.2022

### Executive Creative Director

- Leader of the design team across New York, Columbus, Los Angeles, London, and Costa Rica.
- Shepherded the company's transition through COVID-19 and departure of three founding partners.

Wondersauce  
09.2018 – 12.2020

### Creative Director

- Managing individual growth, reviews, and compensation for 15+ direct reports.
- Responsible for articulating and executing the vision for client projects with design, UX, strategy, product management and development across a variety of brand and digital touchpoints.
- Headed 5+ simultaneous client projects with cross-disciplinary teams of 5-8 people.
- Hired and onboarded for junior talent in addition to key leadership positions across the company.
- Clients include Peet's Coffee, Intelligentsia, Crooked Media, VoteSaveAmerica.

Wondersauce  
09.2017 – 09.2018

### Associate Creative Director

- Took ownership of the New York design team, allowing the existing creative director to shift overseas to help open the London office of Wondersauce.
- Clients include Rodan+Fields, The Culinistas, Federal Mogul Motorparts, Parley.

Parsons School for Design  
01.2016 – Present

### Part-Time Faculty

- Teaching introduction to interactive design and user experience in the school of Art, Media & Technology.

Carbone Smolan Agency  
05.2016 – 06.2017

### Design Director

- Co-lead of the agency's digital practice, responsible for hiring and developing talent for digital projects.
- Lead design and strategy teams of 3-5 people.
- Helped integrate branding, content strategy, user experience, and prototyping into a streamlined offering.
- Key partner for working with developers and external vendors ensuring pixel perfect designs.
- Developed internal training for IA, UX, and various rapid prototyping tools.

Carbone Smolan Agency  
01.2014 – 05.2016

### Senior Designer

- Lead UX and design of BCG.com, developing a modular system to accommodate a wide variety of content archetypes that support geographic localization and user personalization.
- Clients include The Boston Consulting Group, The Mandarin Oriental, Latham & Watkins, Kramer Levin, Akin Gump, Morgan Stanley, Nizuc, Las Brisas Hotels.

Siegel+Gale  
01.2013 – 01.2014

### Designer

- Clients include American Express, Memorial Sloan Kettering and Hewlett-Packard.

Mother New York  
12.2010 – 11.2012

### Designer

- Clients include Target, Chevrolet, Virgin Mobile, Stella Artois, and Google.

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## Education

### University of Michigan

BFA, magna cum laude with a concentration in graphic design.  
2007 – 2010

## Skills

Sketch, Figma, Principle, InVision, Photoshop, InDesign, Illustrator, Lightroom, HTML, CSS, jQuery