Matt Hallock
Creative Director

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matthallock.com

I'm a creative director and product design lead with 15 years of experience working with agencies, startups, and in-house product teams to build brands, websites, and apps for a variety of clients across multiple industries.

Experience

Pragmatic Studios
01.2022 – Present

Founder & Design Lead
- Currently working freelance with Google as a product design lead.
- Clients include Airbnb, Coinbase, The National Gallery of Art, and TED.

Wondersauce
09.2017 – 04.2022

Executive Creative Director
- Leader of the design team across NYC, Columbus, LA, London, and Costa Rica.
- Shepherded the company's transition through COVID–19 and departure of three founding partners.
- Managed individual growth, reviews, and compensation for 25+ direct reports.
- Responsible for articulating and executing the vision for client projects with design, UX, strategy, product management and development across a variety of 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.
- Clients included Intelligentsia, Peet's Coffee, Crooked Media, VoteSaveAmerica, and COOP.

Also at Wondersauce
Creative Director
Associate Creative Director

Parsons School for Design
01.2016 – 06.2019

Part-Time Faculty
- Teaching introduction to interactive design and user experience.

Carbone Smolan Agency
01.2014 – 06.2017

Design Director
- Co-lead of the agency's digital practice, responsible for hiring and developing talent for digital projects.
- Helped integrate branding, content strategy, user experience, and prototyping into a streamlined offering.
- Developed internal training for IA, UX, and various rapid prototyping tools.
- 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 included The Boston Consulting Group, Las Brisas Hotels, and Mandarin Oriental.

Also at Carbone Smolan
Senior Designer

Siegel+Gale
01.2013 – 01.2014

Designer
- Clients included for American Express and Memorial Sloan Kettering.

Mother New York
12.2010 – 11.2012

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

Education

University of Michigan
2007 – 2010

Bachelor of Fine Arts
Magna cum laude