

MATT PLAIA

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EXPERIENCE

THE AGENCY RE ART DIRECTOR

BEVERLY HILLS, CA
JULY 2022 - PRESENT

- Lead and coordinate marketing professionals, overseeing art direction, design, production schedules, and approval processes for diverse brand collateral.
- Drive impactful agent branding through logos, mailers, websites, etc., orchestrate successful corporate events, and create strategic creative briefs informed by audience insights.
- Independently create engaging motion graphics and video content using After Effects and Premiere for a diverse global audience of 450K+ viewers (20-40K average views per video) on web and social media, maintaining brand consistency and high standards.
- Mentoring and coaching animators, editors, and graphic designers, fostering team rapport and driving individual growth.
- Collaborate with executive leadership, copywriters, and marketing associates to align concepts and communications with objectives and target consumers efficiently and accurately.

TRIPLEMINT ART DIRECTOR

NEW YORK, NY
JULY 2021 - JULY 2022

- Oversaw the transition of the Triplemint acquisition at The Agency RE, facilitating updates to 200+ design templates and optimizing workflow organization in Airtable within a three-month timeframe.
- Spearheaded the development and implementation of a luxury-centric brand identity, introducing new color palettes, typography, and elevated aesthetics for marketing collateral.
- Implemented a continuous evaluation system to ensure the brand's identity evolution aligns with guidelines.
- Led and coached a team of designers and animators through brand development and digital/print marketing collateral for 150+ real estate agents in the tri-state area.
- Collaborated with Marketing Department to streamline communication, project management, and employee performance reviews.

BRANDINGIRON WORLDWIDE, INC ART DIRECTOR, CREATIVE STRATEGIST

WEST HOLLYWOOD, CA
SEPTEMBER 2016 - JULY 2021

- Led a team of designers, animators, and video editors in creating award-winning graphic design solutions for Emmy® Award-nominated properties on Warner Bros.' Stage 13 Network, encompassing print/digital media, key art, social media, merchandising, and marketing materials.
- Co-led the development of promotional partnership and marketing decks, interactive experiences, and experiential events for Warner Bros., Legendary Pictures, and Netflix (US Domestic & Latin America Divisions), with a focus on brand innovation and consumer data integration.
- Developed, designed, and art-directed brand identity packages and campaigns for over a dozen high-grossing national and global brands, spanning print, digital, out-of-home, video, social media, and marketing collateral.
- Directed and oversaw the design and development of the company's brand identity and internal/external collateral.

UCLA CENTER FOR HEALTH SERVICES & SOCIETY GRAPHIC DESIGNER

LOS ANGELES, CA
JUNE 2015 - SEPTEMBER 2016

- Co-led microsite, app, and e-course development for the CPIC research project, delivering vital academic resources to mental health professionals focusing on community-based participatory research methodologies.
- Designed graphics for the 2016 CPIC website rebrand, including logos, icons, and animations, facilitating multivariate testing to optimize website performance and user experience.
- Assisted UCLA's Community Translational Science Team in crafting a 100-page policy report for the 19th Surgeon General, Vivek Murthy, combining design acumen with content development expertise.
- Collaborated with Principal Investigators Dr. Alex Young and Dr. Amy Cohen on a 6-month qualitative data dissemination initiative, amplifying the voices of veterans impacted by severe mental illness under the aegis of the Mental Illness Research, Education, & Clinical Centers.

EDUCATION

OTIS COLLEGE OF ART & DESIGN MFA, GRAPHIC DESIGN	LOS ANGELES, CA 2021
UNIVERSITY OF CALIFORNIA, LOS ANGELES BA, ENGLISH PUBLIC AFFAIRS MINOR (URBAN PLANNING)	LOS ANGELES, CA 2016
COLLEGE OF THE CANYONS AA, LIBERAL ARTS & SCIENCES	SANTA CLARITA, CA 2013
CALIFORNIA INSTITUTE OF THE ARTS BFA, CHARACTER ANIMATION FILM & VIDEO	VALENCIA, CA 2011

SKILLS

DESIGN

2D Animation, 3D Rendering, Adverts, AI Prompting, Art Direction, Banners, Branding, Brochures, ChatGPT 4, Color Theory, Concept Development, Creative Strategy, Digital Illustrations, Eblasts, Graphic Design, Icons, Infographics, Key Art, Logos, Newsletters, OOH Billboards, Packaging, Photography (Digital, 35mm, 120 Film), POPs (Point of Purchase Displays), Postcards, Print Production, Social Media Creation/Curation, Sponsorship and Sales Decks, Storyboarding, Style Guides, Typography, User Expeiece (UX) and User Interface (UI) Design (A/B Testing, Heatmaps, Prototypes, Wireframing), Vector Graphics, Visual Identity Design, Web Design, and Websites (WordPress, Squarespace, Wix, HTML5, Javascript, W3.CSS 4.15)

SOFTWARE/PLATFORM PROFICIENCY

Adobe Creative Suite (Acrobat, After Effects, Animate, Illustrator, InDesign, Photoshop, Premiere Pro, XD), Airtable, Android, Apple iOS and macOS, Figma, Google Suite (Docs, Sheets, Slides), Keynote, Maya, Microsoft Office Suite (Word, Excel, Powerpoint), Motion, and Windows/PC

RESEARCH/WRITING

Comprehensive Academic Research Experience, Copywriting, Editing and Editorial Publication Knowledge, Pitch Development, Screenwriting, and White Paper Ideation

AWARDS & PUBLICATIONS

SAGE JOURNALS

Feller, Sophie C, et al. "Emotional Well-Being and Public Health: Proposal for a Model National Initiative." SAGE Journals, 16 Feb. 2018.

ETHNICITY & DISEASE

Mango, Joseph D, et al. "Commentary: Community Partner Experiences in CPR: What Participation in Partnered Research Can Mean to Community and Patient Stakeholders." Ethnicity & Disease, vol. 28, no. 2, 2018, pp. 311–316.



SPECIAL

2020 Award Winner, Comedy: Long Form, Marketing AD



FAMILY STYLE

2020 Award Finalist, Multicultural Community Engagement, Marketing AD



SPECIAL

2020 Bronze Winner, Comedy: Long Form or Series, Marketing AD

IT'S BRUNO!

2020 Award Finalist, Pets & Animals, Marketing AD

FAMILY STYLE

2020 Silver Winner, Branded Content: Non-Scripted Series, Marketing AD

IT'S BRUNO!

2020 Silver Winner, Social Video: Media & Entertainment, Marketing AD