



Hello! My name is Matteo. I'm a multidisciplinary creative with over a decade of design and art direction experience in advertising. My work ranges from branding to UX/UI design to TV, photography and billboard ads. I thrive in environments where hard work is valued and where I can mentor and encourage young creatives to grow in their craft.

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#### **Gullà Studio / Owner & Creative Director**

January 2018 to Present

Clients: Deloitte, EventBrite, Merrimack College, iRobot and Manual Outfitters.

- Define and integrate best practices related to UX/UI across ecommerce products and features.
- Translate marketing objectives into powerful, branded digital and print experiences.
- Create brand stories that get people excited.

#### **Hill Holliday / Senior Designer & Associate Creative Director**

May 2015 to January 2018

Clients: Dunkin' Donuts.

- Directed photo and video shoots for various TV, POP and OOH advertising campaigns.
- Hands-on creation of assets for brand social channels.
- Led a team of designers and writers, providing direction, motivation, and organization.
- Improved team efficiency by Implementing new processes for creating and delivering work.

#### **DigitasLBI / Associate Creative Director**

March 2013 to May 2015

Clients: CVS / Pharmacy, Bank of America Merrill Lynch, Reebok, Lenovo, and Delta.

- Designed UX/UI experiences, including mobile and web interfaces.
- Managed a team of designers and writers.

#### **MMB / Senior Art Director**

September 2010 to March 2013

Clients: Toyota, Climax Moonshine, 1 800 Fly Europe.

- Designed landing pages, online ads and social campaigns for a variety of clients.
- Managed client relationships and led teams to win new business opportunities.

#### **SapientNitro / Art Director**

August 2006 to September 2010

Clients: Forrester, LeBron James, Sunglass Hut, Dunkin' Donuts, CVS, Ram Trucks, Chrysler, and Dodge.

- Collaborated with clients and technology teams to create new business opportunities through thoughtful UX.
- Discovered a passion for branding and developed an emphasis on the craft of design.

#### **AWARDS**

Hatch Awards, Webby, MITX, Communication Arts, Prints, One Show Interactive, Creativity Awards, IIDA NE Awards in Marketing.

#### **Suffolk University / New England School of Art & Design**

Class of 2006

BFA - Advertising and Graphic Design.