

## **Matt Sterne Curriculum Vitae**

art director / designer / ideas man

### **Candidate Summary:**

More than 7 years industry experience across a range of design and advertising medium. Shines as an Art Director and design team player with the ability to inspire and motivate. Expert in viral marketing techniques, website design and online comms. "Ideas man" gifted with strong conceptual skills. Highly successful client relationship and project management experience. Worked with serious players including Vodafone, British Airways, Canon and Audi. Campaigns acknowledged in several industry magazines and online articles including B&T Australia.

### **NAME**

Matt Sterne

### **EDUCATION**

KvB Institute of Technology 1996 - 1998  
Advanced Diploma, Digital Design

Sydney Adventist College 1989 – 1994  
Higher School Certificate (HSC)

### **CAREER HISTORY**

**August 04 – December 05**

**GOOD TECHNOLOGY**  
London, United Kingdom

**Art Director/Designer (Contract)**

#### **Responsibilities included:**

- Art Direction/Design execution for major clients including British Airways, Audi, Canon, ITV.
- Client pitches/meetings/communication
- Involvement in the concepting processes
- Regular liaising with Barcelona office team

#### **Achievements include:**

British Airways IFE (In-Flight Entertainment) System – lead designer.

**May 04 – July 05**

**DIGITAS**  
London, United Kingdom

**MODEM MEDIA**  
London, United Kingdom

**REDSKIN**  
London, United Kingdom

\* Various contract art direction and design work during this period. Clients including Lloyds TSC, Universal Studios, Glaxo Smith Klyne

**July 03 – April 04**

**ADVERTISING ADVANTAGE  
Sydney Australia**

**Art Director**

**Responsibilities included:**

- Art/creative direction across all forms of media
- Design team leader
- Lead creative digital designer
- Client proposals/meetings/management
- Project management
- New business development

**Achievements include:**

Introducing a successful website development and print department into the agency.

Introducing 1 million dollar + television/web/press account to the agency.

Revitalising agency corporate identity including logo, stationery, print advertisements, television commercial, signage.

Winning several high profile accounts with campaign pitches.

**Jan 01 - June 03**

**HATCH DIGITAL  
Sydney Australia**

**Director / Freelance Designer**

**Responsibilities included:**

- Produced multiple Website, multimedia, viral marketing and print solutions across a wide array of industries.
- Sourced and manage additional external resources of designers and programmers, skill matched to project requirements.
- Major contractor for Vodafone Australia, producing more than 25 projects.
- Clients included Vodafone, Ericsson, Glaxo Smith Klyne, Adecco and Schoolfriends.com.

**Achievements include:**

Vodafone “VFiles” campaign featured in B&T magazine (Australia).

Created viral marketing product – “Electroflyer”. Produced over 10 Electroflyer campaigns for Vodafone, Ericsson,

Schoolfriends.com

Viral Marketing game – (SchoolFriends.com) played over 20,000 times, capturing over 10,000 email addresses.

**December 99- December 00**

**ECLUB OZ  
Sydney Australia**

**Senior Digital Designer**

**Responsibilities included:**

- Maintain/redevelop company website
- Design several affiliate websites
- Design several affiliate corporate identities
- Design print material, television commercial, banner ads.
- Produced monthly animation - distributed to clients
- Client proposals and meetings

**November 98 – December 99**

**THE FORTE GROUP  
Sydney Australia**

**Website / Multimedia Designer**

**Responsibilities included:**

- Website Design
- Design/Production of several interactive CD ROM's
- Digital video, animation, online advertising.

**APPLICATIONS EXPERIENCE**

**Highly skilled:**

Adobe Photoshop  
Adobe Premiere  
Adobe Image Ready  
Macromedia Flash  
Macromedia Dreamweaver  
Swift 3D  
Sound Forge  
Microsoft Office Suite  
Adobe Acrobat

**Skilled:**

Adobe Illustrator  
Macromedia Director

**REFERENCES**

Martin Keene,  
New Business Manager – Vodafone Australia  
[martin.keene@vodafone.com.au](mailto:martin.keene@vodafone.com.au)

Luke Dean,  
Director, Advertising Advantage  
[lukedean@advertisingadvantage.com.au](mailto:lukedean@advertisingadvantage.com.au)

## INTERESTS

Sport, music, beatboxing, writing, sports cars, fashion.

Portfolio available online – [www.hatchdigital.com](http://www.hatchdigital.com), [www.electroflyer.com](http://www.electroflyer.com)

---

# **Matt Sterne Curriculum Vitae**

art director / designer / ideas man