



Matthew Yu
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EDUCATION

- *York University & Sheridan Institute* · Toronto & Oakville. 2003–2007
- Four-year Honors Bachelor of Design

WORK EXPERIENCE

- *ScrollMotion* · New York · April 2010–February 2012
- Art Director, Interactive Designer, Front-End Developer. Conceptualized and developed apps for Warner Brothers (Harry Potter, Scooby-Doo, DC Super Friends), Hearst (Esquire), Dream-Works, Hallmark, EMI Music, General Electric, NFL, ESPN.
- *Arcade44* · New York · February 2010–present (ongoing)
- Artistic Director for videozine. Branding, web design, programming, promotional.
- *Various freelance* · New York · June 2008–present (ongoing)
- Branding, print design, web design, programming, animation, sound design for various clients, including Pentagram, Studio Kudos, Wieden+Kennedy: Tokyo Lab.
- *Ralph Appelbaum Associates (RAA Media division)* · New York · February 2011–June 2011
- Art Director. Clients included Eaton Power Management, Chattanooga History Center, Russian-Jewish Museum of Tolerance.
- *Kstudio* · New York · September 2009–July 2010
- Intermediate Designer. Branding, web design, monitor graphics for Columbia School of the Arts, Columbia Journalism School.
- *Tsang Seymour* · New York · November 2008–August 2009
- Junior Designer. Worked on exhibition design, web design, book design with Cooper Hewitt National Design Museum, Neue Galerie, Solomon R. Guggenheim Museum, Skira/Rizzoli.
- *Pentagram* · New York · October–March 2008
- Freelance Designer-Developer. Involved in designing and programming touch-screen kiosk applications for a museum exhibit.
- Intern. Involved in designing signage and wayfinding systems, brochures, Flash design.
- *Whitespace Integrated Design* · Brooklyn · May–September 2006, July–September 2007
- Freelance Designer. Involved in designing for The Committee of 100, Chinatown Service Center, The Friends of Dunhuang, China AIDS Initiative.
- *The Movement* · Toronto · May–July 2007
- Freelance Designer
- *Pure + Applied* · New York · June–September 2006
- Intern. Worked on book, identity, and exhibition projects.

SKILLS & ABILITIES

- Experience art directing and designing touch-screen interface experiences
- Expert control of Adobe Creative Suite applications
- Proficient in web design and development—HTML, CSS, PHP, Wordpress templates, XML, JSON, Flash animation and Actionscript
- Experience with motion graphics—animation, web banner design, After Effects
- Expertise in sound design, audio editing, recording and production software

AWARDS & MERITS

- Published in *Applied Arts Magazine*, Vol. 24, No. 4, August 2009
- *Almanac of Asia-Pacific Design II* (Sandu Cultural Media Co., 2007) · Works published
- Professional Certificate of Digital Design · York University
- Adobe Design Achievement Awards 2007 · Semifinalist
- RGD Ontario Student Awards 2007 · Honorable Mention
- Goldfarb Centre Annual Design Exhibition · 2003–2006 · Works displayed