

Matt Snow

Creative Leadership

Summary

I build efficient teams that create well-crafted experiences, lead by example, and inspire people to be their best in every way.

Experience

Zynga, San Francisco 2010 - Present

Head of Experience Design

- Overall creative direction and UX for Zynga/NaturalMotion titles
- Global leadership position for worldwide studios
- Established Zynga's Experience Design organization
- Created the art and UX process for mobile game development
- Managed numerous creative teams up to 45 people
- Led Art/UX on 8 shipped games

Adobe, San Francisco 2006 - 2010

Experience Design Manager

- Created high-visibility multi-screen apps for Fortune 500 clients
- Led product design for the Photoshop mobile app (6 weeks @ #1)
- Creative direction and design for numerous marketing campaigns
- Presented at many worldwide conferences and trade shows

Macromedia, San Francisco 2003 - 2006

Interactive Art Director

- Art directed the redesign of Macromedia.com, including eCommerce, marketing campaigns, & newsletters
- Designed and developed immersive web applications (design, animation, writing, directing, photography, audio)

Quokka Sports, San Francisco 1998 - 2001

Creative Director

- Designed the multi-award winning NBC Sydney Olympics website
- Led large production teams across many verticals
- Nominated for two "Webby" awards

MENTORSHIP

Hexagon Women in UX,
DesignMentors.org

EDUCATION

BA, double major Fine Art &
Multimedia
University of Maine
Cum Laude

CONTACT

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