

MATTHEW SENG

CREATIVE VISUAL STORYTELLER CREDITED WITH A WEALTH OF EXPERIENCE
ACROSS ALL AREAS OF DESIGN, WITH A FOCUS ON ENVIRONMENTAL GRAPHIC DESIGN.

CONTACT

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PORTFOLIO

insengdesign.com

EDUCATION

Art Center
College of Design,
Bachelor of Fine Arts,
with Honors.

SUMMARY

Talented designer skilled in large scale projects and design planning/coordination seeking opportunities to use a wealth of experience and teaching abilities. Reliable liaison dedicated to coordinating with multidisciplinary teams to ensure the completion of project deliverables according to client specifications. Detail-oriented expert noted for conceptualizing ideas and translating client visions into actionable designs. Well-organized leader adept at prioritizing and managing projects within deadlines.

EXPERIENCE

Paws in Motion, Inc., Los Angeles, CA

Founder and Owner, 2012 to Present

Established Paws in Motion as a company dedicated to becoming your dog's best running buddy. Featured as one of the Best Dog Runners in the Country by Runner's World Magazine in 2018. Voted Best Pet Services by Pasadena Weekly in 2016.

- Responsible for establishing the business infrastructure and managing day-to-day business operations.
- Supervise a diverse team of professionally trained animal lovers who are passionate about running and dogs.
- Design promotional materials, including handouts, flyers, and business cards.
- Generate social media marketing campaigns.
- Built the company website on WordPress, incorporating effective SEO.

Self Employed/Freelancer

Designer, 1996 to Present

Managed various design projects and met project deadlines through effective organization and prioritization. Provided clients with large format, web, exhibit, identity, book jacket, motion, and signage design solutions. Select clients include:

Alia Malley Photography	Crowded Fire Theater Company	Jet Propulsion Microdevices Lab
Alliance Française School	Field Elementary PTA	Los Angeles Clinical Trials
Barbara's at the Brewery	Freejay Films	Strategic Affairs Forecasting, LLC
Beth Dubber Photography	Isa Fabro Pastries	Tyton, Inc.

Hunt Design Associates

Designer, 2008 to 2011

Focused on environmental graphic design, generated wayfinding, signage systems, environmental graphics, exhibits, design for public spaces, museums, retail projects, hospitality and multi-use developments. Worked on projects that involved signage master planning, site evaluation reports, concept consultation, programming, schematic design, design development, and 3D modelling. Examples of projects include:

Galaxy Casino, Macau, China: developed detailed signage programming plan and designed external and internal signage during a 1.5-year project.

Fort Worth Museum of Tech and Science Dinosaur Exhibit, TX: created bilingual, immersive, and interactive exhibit signage for young children.

Vasquez Rocks Interpretive Center, Aqua Dulce, CA: led a team to design immersive and interactive exhibit and wayfinding for the visitor's center.

Claremont Village, Claremont, CA: worked closely with city officials to improve citywide vehicular and pedestrian wayfinding.

USC Catholic Center, Los Angeles, CA: designed external and internal wayfinding signage.

Los Angeles Washington Boulevard Business Interest District: rebranded pedestrian and vehicular signage to attract new businesses.

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EXPERIENCE

Sussman/Prejza & Company, Culver City, CA

Project Manager/Designer, 2006 to 2007

Managed multiple, large-scale projects for a branding and design company. Provided oversight for the design team, conducting design review and approval. Developed estimates, budgets, and cost benefit analysis for projects. Examples of projects include:

UC Berkeley, Berkeley, CA: Wayfinding design and donor recognition .

Aliante Casino, Las Vegas, NV: Interior and exterior signage.

W Hotel: Signage and wayfinding.

Romero Thorsen Design, Santa Monica, CA

Designer/Freelancer, 2006 to 2008

Developed signage for a diverse portfolio of shopping centers, outdoor malls, and high-end live/work spaces. Converted concept drawings to 3D models using SketchUp. Provided print collateral for clients, such as magazines, menus, and hang tags. Effectively merged design and architecture, creating aesthetically pleasing signage.

Health Magazine, AOL/Time Warner, San Francisco, CA

Associate IT Manager for Technical Support and Print Production, 1999 to 2002

Provided desktop support for over 60 Mac users and 120 Intel users. Managed the QPS servers and maintained remote backup using Retrospect. Utilized knowledge of design software as onsite support.

Aquent Partners

Freelance Contract Assignments, 1997 - 1999

Citigate San Francisco, Advertising, Print Production

Landkamer Partners, Corporate Identity, Print Production

U.C. Berkeley Extension, Advertising, Print Production,

California Design Inc., Packaging, Print Production

Macy's San Francisco, Advertising, Print Production /ADsends

Sanchez, Lonchar & Flynn, Advertising, Print Production

Osborne/McGraw-Hill, Publishing/Advertising, Ad Design, Print Production

American Academy of Ophthalmologists, Annual Report, Print Production

TEACHING AND COACHING

Mount Sierra College, Monrovia, CA

Adjunct Instructor, 2013 to 2018

Responsible for all design and branding-related classes at a vocational school focused on media arts, including editorial layouts, book design, infographics, branding, marketing, and user interface design. Taught 1-4 classes per week. Provided students with real-world experience and projects for career development. Developed lesson plans according to design program goals. Identified individual learning needs and customized lesson plans to promote academic and professional growth.

American Youth Soccer Organization, Coach

Team ASPCA, Head Running Coach

American Cancer Society, Head Running Coach

Team In Training, Head Running Coach