

# Matt Cauley

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## Summary

I am currently working as a Senior Art Director in Brand & Creative for Spotify, responsible for the design and production of Global Conversion Campaigns supporting the Spotify Premium product. I have over 20 years of Digital Design experience with a focus on Digital Marketing, Global Scaling, Production Oversight, web banners, and social media. I have experience leading design teams as well as providing onboarding and mentorship for new hires and interns. I am highly collaborative, working closely with various stakeholders and production partners to ensure consistent global campaign rollouts across all markets.

Additionally, I am an accomplished Illustrator, Fine Artist, and Toy Designer, creating portraits to graphic t-shirt design to action figures.

### Professional Skills:

Graphic Design, Art Direction, Team Leadership, Creative Strategy, Creative Direction, Visual Communication, Digital Marketing, Online Advertising, Global Production, Oversight, Client Relations, Social Media Marketing, Branding & Identity, Mentorship

### Technical Skills:

Adobe Creative Suite, Adobe Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Google Slides, Keynote, Sketch, Figma, WordPress, HTML / CSS

### Additional Skills:

Illustration, Image Retouching, Motion Graphics, Storyboarding, Toolkit Creation, UX and UI Design, Toy Design, Portrait Painting, Packaging Design, Typography

## Experience



### Senior Art Director

Spotify

Feb 2017 - Present (4 years 2 months +)

Responsible for design and production of Global Marketing conversion campaigns supporting the Spotify Premium product, with an emphasis on social media content, web banners, email marketing, and brand identity. Establishing best practices for all areas of production, working closely with various stakeholders and production partners to ensure consistent global rollouts across all markets.



### Digital Designer

Spotify

Apr 2016 - Feb 2017 (11 months)

Responsible for digital production and design of digital media materials targeting customers during summer promotion. Assets include social media, web banners, email marketing, and translations. Developed toolkits and guidelines for the Spotify Self-Serve ad platform.

## ▷ **Graphic Designer**

VidMob

Jul 2015 - Jan 2016 (7 months)

Worked closely with all stakeholders to develop Brand and Marketing materials, including Onboarding Tutorials, Social Media Marketing, Event Signage, Printed Collateral, Corporate Product design, Video Overlays, and more.

Additional tasks included Corporate Identity & Brand Development, illustration, User Interface design, and Email Marketing Assets.

## **B** **Art Director, UX & Design**

Bloomberg LP

Jun 2014 - Apr 2015 (11 months)

Worked closely with all Business Units to oversee Digital Marketing production and delivery, with a focus on Philanthropy and Brand Marketing.

Responsibilities included creation and management of internal websites, including landing pages, login screens, and social media content.

Additional tasks included extensive animated web banners, event invitations, employee communications and executions.

## **B** **Design Team Leader, Digital Marketing**

Bloomberg LP

Jun 2013 - Jun 2014 (1 year 1 month)

Managed a team of interactive designers responsible for producing Digital Marketing assets.

Provided oversight for designers working remotely and in other regions.

Additional responsibilities involved establishing best practices, creating self-service tools for the Business Units, mentoring and training team members, handling regular reviews and evaluations.

## **B** **Senior Designer & Art Director, Digital Marketing**

Bloomberg LP

Jun 2002 - Jun 2013 (11 years 1 month)

Responsibilities included Interactive and On-Screen Graphic Design, Motion Graphics, Web Banners, Web Design, Ad Sales, Storyboard Concepts, Premium Design, Print Collateral and Brochures, Project Administration.

Developed communication strategies to achieve marketing objectives through creative concepts.

Created toolkit design guidelines following approved campaign visuals. Also served to communicate design guides and worked closely with other teams and partners through the implementation process.

## **Contributor, ToyFare Magazine**

Wizard Entertainment

Feb 2005 - Nov 2008 (3 years 10 months)

Created custom one-of-a-kind action figure pieces for featured spotlights in ToyFare Magazine, specifically in the "Wish List!" monthly column, illustrating popular action figures fans wished to see.

Wrote and produced instructional How-To Tutorials showcasing step-by-step action figure design.

Further contributions included speaking appearances at conventions.



## **Kids Apparel Design**

Macy's

Mar 2007 - Jul 2008 (1 year 5 months)

Contributed illustrations, graphics, and concepts for Macy's GreenDog Apparel line. These graphic t-shirts were created for young boys and toddlers. Additional graphics were supplied for the Epic Threads line, which appealed to the young teen audience.



## **Graphic Designer**

Diamond Select Toys & Collectibles, LLC.

Sep 2005 - Mar 2008 (2 years 7 months)

Illustrator and designer, contributing control art, designs for tooling and sculpting, and Pantone color breakdowns for the Minimates action figure product. Worked closely with the Production Manager and Design Team to develop concepts for new products, toys, and statues.

Properties included Battlestar Galactica, DC Comics, Doctor Who, Marvel Comics, and Rocky.



## **Motion Graphics Designer**

Bloomberg LP

Aug 1996 - Jun 2002 (5 years 11 months)

Contributed on-air graphics and identity for Bloomberg Television, focusing on Breaking News motion graphics, over-the-shoulder, and fullscreen news as well as financial graphics, show opens, video edits, and packaged specials.

## **Education**



### **Parsons School of Design - The New School**

Bachelor of Fine Arts - BFA, Illustration

1993 - 1996



### **School of Visual Arts Continuing Education**

Portrait Painting, Illustration, Typography

2008 - 2018



### **Southern Methodist University**

Fine and Studio Arts

1992 - 1993

## **Skills**

Art Direction • Creative Direction • Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Branding & Identity • Team Leadership • Digital Marketing • Graphic Design • Social Media Marketing