



# MATT BENDER

Creative Director [Art] · Los Angeles, CA

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## HELLO!

I'm a seasoned creative maker and manager with a passion for pushing the boundaries of design, storytelling, and technology to drive growth in business, brands, and people. Let's chat!

## KEY SKILLS

### Software:

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Acrobat, Google Suite, Figma, Sketch, Canva, Wrike, MS Word, Excel, Powerpoint, Keynote, Slack, Discord, Zoom, Teams

### Emerging Tech:

MidJourney generative A.I., ChatGPT, Adobe Firefly, Dall-E 2, Web3, NFT's, Metaverse gaming, Blockchain, dAPP's, DAO's

### Production:

On-set and remote experience for video/photo shoots, 3D motion-capture, animation and video editing direction, character design, audio recording and design, photography direction, packaging design, merchandise

### Additional Skills + Experience:

UI/UX, illustration, copywriting, motion GFX, storytelling, brand building, strategic insights, performance analytics, asset mgmt., 3D mockups, storyboarding, presentation design, experiential design, content marketing, inclusive design, accessibility/WCAG 2.0, CRM, influencer and celebrity partnerships, typography, GIF making, gaming, eSports, graffiti, fine art

## EDUCATION

### Bachelor of Arts (B.A.) Advertising Creative Design + Art

Michigan State University · East Lansing, MI  
Communications Arts & Sciences  
2005-2009

### Art Direction + Design

The Polishing Center · Grand Rapids, MI  
Winter/Spring 2010

## AWARDS

### New York Festivals Advertising

→ 2023 Shortlist: Branded Content/Ent.  
Best Sponsorship Integration  
[Yahoo x Twitch - Streamers & Furr]

### Leo Burnett Star Reacher Award

→ 2015 Recipient  
[Outstanding Creative Leadership]

### POPAI Industry Awards

→ 2014 Grand Prize: Structure of the Year  
[Tide Swash]

### REGGIE Awards

→ 2014 GOLD Medal: New Product Launch  
[Tide Oxi Campaign]

## EXPERIENCE

### Creative Senior Manager Yahoo · Los Angeles, CA

Oct 2018 – Dec 2023

Directed and oversaw the development of 360° campaigns across Yahoo brands for digital, social, video, print, OOH, TV, podcasts, and live events from concept to launch. Creative Lead for Yahoo Finance, exclusively.

- Established collaborative processes with cross-functional teams spanning product, strategy, editorial, studio, media, production, legal, and research, driving consistent consumer growth year after year.
- Set creative vision and direction for internal teams and external agencies, maintaining open communication with stakeholders and executive leadership to deliver creative campaigns that consistently exceeded company goals.
- Fostered professional growth within my team, nurturing a culture of exploration and collaboration among copywriters, designers, animators, and producers.
- Drove adoption of new technologies and tools across departments, enhancing efficiencies through generative AI, NFTs, 3D asset creation, AR/VR, mixed reality, gamification, and dual-screen experiences.
- Co-led DEI hiring and recruitment initiatives, shaping hiring principles and educational efforts within the creative department.
- Ensured brand consistency across all touchpoints, resulting in a significant increase in Yahoo Finance NPS metrics; -5 to +26, over a five-year period.
- Designed a custom hoodie for two internet-famous prairie dogs.

Key Verticals/Brands: Yahoo Finance, Yahoo News, Yahoo Sports, Yahoo Sportsbook, Huffpost, Techcrunch

### Associate Creative Director Freelance · Remote

Feb 2018 – Oct 2018

Juggled the concept, design, strategy, and art direction for multiple agency clients, private companies, and entrepreneurs.

- Seamlessly integrated with agency work streams and independently managed various projects for video, digital, packaging, retail POS, identity, and merchandise.
- Consistently executed against tight deadlines and budgets, providing solutions for a multitude of creative problems.
- Provided consultation for product design, GTM strategy, process efficiencies, and branding to leadership and stakeholders.

Key Clients: Kellogg's, Cheez-It, KonaRed Coffee

### Senior Art Director Leo Burnett Group · Chicago, IL

Mar 2013 – Feb 2018

Creative art lead for developing 360° integrated marketing campaigns and promotions for CPG and beverage clients.

- Oversaw creative from concept to launch across various platforms including digital, print, video, social, OOH, shopper, events, sweepstakes, and e-commerce.
- Managed creative vision, working teams, process, and led presentations to clients and leadership. Guided on-set photoshoot direction, creative development, and execution with cross-functional teams and outside vendors.
- Ensured approvals and consistencies across creative with cross-promotional partners; NFL, MLB, NBA, NHL, NCAA, and US Olympics.
- Consistent contributor in agency new business pitches and jumpball initiatives.
- Immortalized as an 8-bit video game character.

Key Clients: MillerCoors, Tide, Swiffer, P&G, Target, Samsung, Ronald McDonald House

### Junior Art Director Upshot · Chicago, IL

Aug 2010 – Dec 2012

Guided art direction for promotional marketing campaigns across travel, hospitality, health, and beverage sectors.

- Collaborated with internal teams and vendors to produce print, digital, and experiential materials for annual promotions.
- Designed on-premise signage, OOH, live event graphic packages, and promotional sweepstakes packaging.
- Led creation and delivery for thousands of creative elements through final production, organized creative assets, and ensured pixel-perfect final deliverables.

Key Clients: Corona, Modelo, Hilton, Disney, Omron, New Balance

### Graphic Designer + Illustrator Black Lab Five · Kalamazoo, MI

Feb 2010 – Jul 2010

Assisted agency with designing and executing advertising and branding materials for wide range of clients.

- Crafted product packaging design, label artwork, on-premise POS, retail, and OOH signage for Bell's Brewing.
- Illustrated custom temporary tattoos, promotional event posters, logos, packaging, and video storyboards for range of regional clients and companies.

Key Clients: Bell's Brewing, Michigan Brewer's Guild, United Meat + Deli