

# MATT PLAIA.

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ART DIRECTOR.  
BRAND STRATEGY.  
CREATIVE PRODUCER.

## PROFESSIONAL EXPERIENCE.

### THE AGENCY RE ART DIRECTOR

JULY 2022 - PRESENT  
BEVERLY HILLS, CA

- Spearhead the development of high-impact branding and marketing initiatives, resulting in measurable increases in engagement across digital and print collateral, web media, and corporate events.
- Deliver video and motion graphic content (via traditional production methods and evolving AI-generative tools) to a global audience of 500K+, consistently generating 25-50K views per video and reinforcing brand consistency on social platforms.
- Elevate team performance by mentoring designers, editors, and animators, resulting in improved project execution and individual growth across departments.
- Research, develop, and implement innovative systems and tools to align creative briefs and communications with executive-level objectives, contributing to improved cross-functional collaboration and streamlined processes.

### TRIPLEMINT ART DIRECTOR

JULY 2021 - JULY 2022  
NEW YORK, NY

- Led the seamless integration of Triplemint into The Agency RE, transforming over 200+ design templates and enhancing workflow efficiency within a three-month deadline.
- Innovated a luxury-centric brand identity, introducing a refined color palette, typography, and design ethos that significantly elevated marketing efforts across the board.
- Directed a team in producing marketing collateral for 150+ clients, resulting in a more cohesive brand image and higher-quality client-facing materials.

### WARNER BROS. STAGE 13 CREATIVE CONSULTANT

AUGUST 2018 - JULY 2021  
BURBANK, CA

- Art directed award-winning marketing campaigns for Emmy® Award-nominated content by Warner Bros.' Stage 13 Network, resulting in expanded brand visibility across print, digital, and social media platforms.
- Conceptualized and produced visually engaging key art and motion graphics for scripted and unscripted series, ensuring alignment with brand identity while appealing to diverse, global audiences.

### BRANDINGIRON WORLDWIDE, INC ART DIRECTOR, CREATIVE STRATEGIST

SEPTEMBER 2016 - JULY 2021  
WEST HOLLYWOOD, CA

- Co-led the creation of immersive brand experiences for Disney, Netflix, and Legendary Pictures integrating consumer data to drive innovative marketing strategies across the US and Latin America.
- Delivered comprehensive branding packages for various high-grossing national and global brands (Best Buy, Lay's, MAC Cosmetics, PlayStation, Taco Bell, Totalplay, Vivo), enhancing their market presence through cohesive multi-channel campaigns.
- Revitalized company brand identity, steering the design of internal and external collateral, which bolstered both client engagement and corporate culture.

### UCLA CENTER FOR HEALTH SERVICES & SOCIETY GRAPHIC DESIGNER, RESEARCH ASSOCIATE I/II

JUNE 2014 - SEPTEMBER 2016  
LOS ANGELES, CA

- Co-developed an innovative microsite, app, and e-course for the CPIC project, expanding access to academic resources for mental health professionals and improving community-based research methodologies.
- Contributed to a high-impact 100-page policy report for the 19th Surgeon General, Vivek Murthy, combining design strategy with content development to elevate the report's influence.
- Amplified the voices of veterans through a 6-month qualitative data initiative in collaboration with Principal Investigators, influencing mental health policy under the Mental Illness Research, Education, & Clinical Centers.

## EDUCATION.

**OTIS COLLEGE OF ART & DESIGN**  
MFA, GRAPHIC DESIGN

**UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)**  
BA, ENGLISH | PUBLIC AFFAIRS MINOR (URBAN PLANNING)

## SKILLS.

### DESIGN

Adobe Creative Ste (After Effects, Illustrator, InDesign, Photoshop, Premiere), Figma, Microsoft Office Ste, Midjourney, Runway

### SPECIALITIES

Creative Direction, Branding & Identity, Marketing Campaigns, Creative Strategy, Leadership

### COLLABORATION

Multidisciplinary Team Management, Writing & Storytelling, Cross-departmental Coordination

## AWARDS & PUBLICATIONS.

### SAGE JOURNALS

Feller, Sophie C, et al. "Emotional Well-Being and Public Health: Proposal for a Model National Initiative." SAGE Journals, 16 Feb. 2018.

### ETHNICITY & DISEASE

Mango, Joseph D, et al. "Commentary: Community Partner Experiences in CPR: What Participation in Partnered Research Can Mean to Community and Patient Stakeholders." Ethnicity & Disease, vol. 28, no. 2, 2018, pp. 311–316.

**VIDDY  
AWARDS**

**THE HUNDREDTH DOOR**  
**29TH ANNUAL GOLD WINNER**  
Non-Broadcast: Short Form Web Videos  
Art Director, Editor

**THE  
WEBBY  
AWARDS**

**SPECIAL**  
**2020 AWARD WINNER**  
Comedy: Long Form  
Art Director, Marketing

The  
Telly  
Awards

**FAMILY STYLE**  
**2020 SILVER WINNER**  
Branded Content: Non-Scripted Series  
Art Director, Marketing

**IT'S BRUNO!**  
**2020 SILVER WINNER**  
Social Video: Media & Entertainment  
Art Director, Marketing

**SPECIAL**  
**2020 BRONZE WINNER**  
Comedy: Long Form or Series  
Art Director, Marketing

**SHORTY  
AWARDS**

**FAMILY STYLE**  
**2020 AWARD FINALIST**  
Multicultural Community Engagement  
Art Director, Marketing

**IT'S BRUNO!**  
**2020 AWARD FINALIST**  
Pets & Animals  
Art Director, Marketing