

MATT PLAIA.

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PROFESSIONAL EXPERIENCE.

THE AGENCY RE SENIOR ART DIRECTOR

JULY 2022 - PRESENT
BEVERLY HILLS, CA

- Lead the creation of impactful branding and marketing campaigns that drive engagement across digital and print channels, social/web media, and large-scale corporate events.
- Produce video and motion graphics content using both traditional techniques and cutting-edge AI tools, reaching a global audience of over 500K with 25-50K views/video, strengthening brand presence and consistency across social platforms.
- Mentor and guide designers, editors, and animators to enhance team performance, ensuring projects are executed with creativity and precision while fostering professional growth.
- Develop innovative systems and tools to connect creative strategies with executive objectives, streamlining processes and improving collaboration across teams.

TRIPLEMINT ART DIRECTOR

JULY 2021 - JULY 2022
NEW YORK, NY

- Oversaw the integration of Triplemint into The Agency RE, redesigning and streamlining over 200+ design templates to improve workflows—all within a tight three-month timeline.
- Developed a luxury-focused brand identity, introducing a sophisticated color palette, typography, and design approach that elevated the company's overall marketing presence.
- Led a team in creating marketing materials for over 150 clients, delivering a cohesive brand image and enhancing the quality of client-facing assets.

WARNER BROS. STAGE 13 CREATIVE CONSULTANT

AUGUST 2018 - JULY 2021
BURBANK, CA

- Directed award-winning marketing campaigns for Warner Bros.' Stage 13 Network, driving increased visibility for Emmy®-nominated content across print, digital, and social media platforms.
- Designed and developed compelling key art, motion graphics, and social media content for both scripted and unscripted series, maintaining brand consistency while resonating with diverse, global audiences.

BRANDINGIRON WORLDWIDE, INC ART DIRECTOR, CREATIVE STRATEGIST

SEPTEMBER 2016 - JULY 2021
WEST HOLLYWOOD, CA

- Collaborated on creating immersive brand experiences for Disney, Netflix, and Legendary Pictures, leveraging consumer data to develop innovative marketing strategies across the US and Latin America.
- Crafted comprehensive branding packages for major national and global brands (Best Buy, Lay's, MAC Cosmetics, PlayStation, Taco Bell, Totalplay, Vivo), strengthening market presence through cohesive multi-channel campaigns.
- Redefined the company's brand identity by designing internal and external collateral, driving increased client engagement and fostering a stronger studio culture.

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

JUNE 2014 - SEPTEMBER 2016
LOS ANGELES, CA

- Played a key role in developing a microsite, app, and e-course for the CPIC project, broadening access to academic resources for mental health professionals and enhancing the effectiveness of community-based research initiatives.
- Designed and contributed to a 100-page policy report for the 19th Surgeon General, Vivek Murthy, combining research insights with strategic visuals to maximize its influence and accessibility.
- Partnered with Principal Investigators on a six-month qualitative study amplifying veteran voices, directly shaping mental health policies through 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.

TOOLS

Adobe Creative Ste. (After Effects, Illustrator, InDesign, Photoshop, Premiere), Figma, Firefly, Kling, Microsoft Office Ste., Midjourney, Runway, Wordpress, HTML5/CSS3/JavaScript

SPECIALTIES

Brand Identity, Creative Direction, Graphic Design, Marketing Campaigns, Video Production & Editing, Writing & Storytelling

LEADERSHIP

Creative Strategy, Design Innovation, Mentorship, Multi-team Management, Public Speaking

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
WEBBY
AWARDS**

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

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