

# MATT PLAIA.

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ART DIRECTOR.  
CREATIVE PRODUCER.

## PROFESSIONAL EXPERIENCE.

### THE AGENCY RE

**JULY 2022 - PRESENT**

#### ART DIRECTOR

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 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.
- Successfully align creative briefs and communications with executive-level objectives, contributing to improved cross-functional collaboration and streamlined approval processes.

### TRIPLEMINT

**JULY 2021 - JULY 2022**

#### ART DIRECTOR

NEW YORK, NY

- Led the seamless integration of Triplemint into The Agency RE, transforming over 200+ design templates and enhancing workflow efficiency within a tight 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.
- Increased brand consistency and creative output by establishing an ongoing evaluation system that ensured alignment with evolving brand standards.
- Directed a team in producing marketing collateral for 150+ clients, resulting in a more cohesive brand image and higher-quality client-facing materials.

### BRANDINGIRON WORLDWIDE, INC

**SEPTEMBER 2016 - JULY 2021**

#### ART DIRECTOR, CREATIVE STRATEGIST

WEST HOLLYWOOD, CA

- Directed award-winning design projects for Emmy® Award-nominated content on Warner Bros.' Stage 13 Network, resulting in expanded brand visibility across print, digital, and social media platforms.
- Co-led the creation of immersive brand experiences for Warner Bros., Legendary Pictures, and Netflix, integrating consumer data to drive innovative marketing strategies across the US and Latin America.
- Delivered comprehensive branding packages for 12+ high-grossing national and global brands, 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

**JUNE 2014 - SEPTEMBER 2016**

#### GRAPHIC DESIGNER, RESEARCH ASSOCIATE I/II

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.
- Led the design and testing of the 2016 CPIC website rebrand, optimizing user experience through data-driven multivariate testing on logos, icons, and animations.
- 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)

### COLLEGE OF THE CANYONS

AA, LIBERAL ARTS & SCIENCES

### CALIFORNIA INSTITUTE OF THE ARTS

BFA, CHARACTER ANIMATION (DEPT. OF FILM & VIDEO)

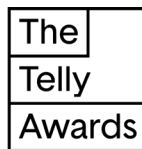
## AWARDS & PUBLICATIONS.

### 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.



#### 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



#### FAMILY STYLE

**2020 AWARD FINALIST**

Multicultural Community Engagement  
Art Director, Marketing

#### IT'S BRUNO!

**2020 AWARD FINALIST**

Pets & Animals  
Art Director, Marketing



#### SPECIAL

**2020 AWARD WINNER**

Comedy: Long Form  
Art Director, Marketing