

Matthew Mohr

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10/15 – present **Matthew Mohr Studios** – Owner, Artist – Columbus, Ohio

Creating interactive art to convey open-ended levels of meaning through innovative use of technology.

- + Conceived and designed “As We Are” a fourteen foot, interactive LED head which will run for seven to ten years in the Greater Columbus Convention Center
- + Worked with Design Communications Ltd. as the client to help manage design and fabrication of the sculpture
- + Worked with Fringe22 on community meetings around the topic of local diversity in service of messaging and branding for the sculpture
- + Worked with Paul Werth & Associates on local PR, Gotham PR for national press
- + Pitched to and helped secure funding from The Columbus Foundation for maintenance of the sculpture

6/12 – present **Wonder-Shirts, Inc.** – President and Owner – Dublin, Ohio

Wonder-Shirts exists to promote reading. Our products are purchased and proudly worn by parents, kids, grandparents, teachers, librarians, and anyone else who takes joy in the written word.

Our featured licenses include: Edward Gorey, Mo Willems, Judy Schachner, and Nick Bruel. Additionally, Wonder-Shirts, Inc. is the official licensee of Downton Abbey t-shirts and tote bags in the U.S. and U.K.

- + Hired CCAD students and faculty for part-time and project based illustration, marketing, hand-lettering, and print catalog work

8/11 – present **Columbus College of Art & Design** – Associate Professor of Visual Communications and Media Studies – Columbus, Ohio

Originally founded in 1879, CCAD is one of the oldest operating art schools in the United States. The foundations program is believed by many to be the finest in the country and professional skills are strongly emphasized.

- + Instituted a yearly Senior Thesis Project and Show, beginning Spring 2013
- + Developed and taught a class in online marketing, Fall 2012
- + Organized and required online presence and visibility for all seniors, Spring 2012

9/08 – 8/11 **Rao’s Specialty Foods, Inc.** – Director of Ecommerce – Manhattan

Rao’s sells the number one super-premium brand of pasta sauce, currently available in 95% of supermarkets nationwide including Walmart and Whole Foods. Additionally Rao’s sells its full line of Italian specialty foods and gift baskets online.

- + Responsible for all online sales and marketing, excluding operations
- + Strategically planned, managed and executed the creation and launch of Rao’s online. Launched March 2009 on Network Solutions’ SAAS platform
- + Develop and implement all web and print-related content and communication including bi-weekly email newsletters and a yearly print catalog sent to over 15,000 customers
- + Manage all site analytics, sales tracking and pay-per-click advertising, responsible for all Facebook marketing

- 11/07 – 9/08 **Norma Kamali, Inc.** – Director of Ecommerce – Manhattan
- Norma Kamali is a legendary high-end fashion designer, in business since 1974. Her clothes are regularly seen in mainstream fashion magazines and sold both online and in her 56th Street store.
- + Redesigned website in preparation for line launch through Walmart
 - + Closely managed outside vendor for build and launch
 - + Integrated retail with online sales for real-time inventory management
 - + Trained staff on POS system, placing and processing orders
- 7/07 – 10/07 **Bloomingdale's Direct** – Art Director (contract position) – Manhattan
- Bloomingdale's is an iconic department store owned by Macy's, Inc. Bloomingdale's Direct is a division devoted to catalog and online sales.
- + Responsible for vendor brand representation
 - + Design and preparation for distribution of all promotional emails
- 10/04 – 7/07 **Ops Divina** – Creative Director & Senior Web Designer – Manhattan
- A small agency devoted to web-based applications such as data-driven sites, content management systems, e-commerce applications, and traditional websites.
- Significant clients and the projects directed and/or executed:*
- + Newsweek Magazine (subscription management interface)
 - + Budget Travel Magazine (subscription management interface)
 - + Minwax Wood Finishing Products (wood-stain selector application)
 - + The Multiple Sclerosis Research Center of New York (website)
- 4/04 – 11/04 **Samsung Brand Showcase, Welcome Experience** – Creative Director – Manhattan
- An interactive installation at The Time-Warner Center. The high-visibility exhibit ran for over three years and was seen and interacted with by hundreds of thousands of visitors.
- + Contracted by Samsung to create a commercial version of a technology I developed during my education at Parsons
 - + Presented the concept and plans to top Samsung Management and managed the project to completion
- 8/02 – 5/03 **Parsons School of Design** – Adjunct Professor
- Parsons was founded in 1896 and remains a leader in education for design professionals.
- 5/99 – 8/01 **ZIN Technologies / NASA** – Senior Web & Print – Cleveland, Ohio
- ZIN Technologies builds space experiments for NASA launched on 9 out of 10 missions. It resides in close proximity to The Glenn Research Center
- + Worked with NASA scientists to design websites and collateral materials.
 - + Programs included Advanced Power & Propulsion, Orbital and Deep Space Communications

11/95 – 5/99 **Millennial Web** – Owner/Designer – Cleveland, Ohio
Independent Contractor to AT&T. Created 60+ websites over a four year relationship.

Education

8/01 – 5/03 **Parsons School of Design** – Master of Fine Arts in Design & Technology
8/86 – 5/90 **Bowling Green State University** – Bachelor of Fine Arts in Graphic Design

Awards

2004 **SIGGRAPH, Emerging Technologies** – presented ‘Spatial Narrative’ to 27,825 attendees over an annual five day computer arts and interactivity festival. Los Angeles, August 8-12
2004 **RES Magazine: Who’s Now/Who’s Next** – featured in new talent section, one of ten designers
2003, 2004 **Guest Speaker** – Parsons Youth Academy, EWA Orientation, TKNY Compact-Impact
2000 **Silver Addy Award** - CD cover, Rosavelt – “Transistor Blues” (alt-country rock)