

Matt Pearson

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Profile

Exhibition designer with a background in public art. Creative and collaborative with a broad technical skill set.

Experience

Design Director, Exhibitions *Contract*

New York, NY
July 2018 - Present

- Develop and produce nine exhibitions and twelve RFPs annually for clients such as Adidas, HBO, Moët & Chandon, Rolling Stone, TikTok, MasterCard, Fender, Complex Magazine, NBC Studios, BET, and more.
- Produce high-quality architectural and exhibition renderings and design documentation at various scales, including code requirements for installation and ADA.
- Create and implement interactive digital applications for VR headset, smartphone, and tablet.
- Plan and oversee design spending on production budgets averaging \$1 million per production.

Co-Director *Virtual Reality Salon at Cucalorus Film Festival*

Wilmington, NC
Feb 2019 - Nov 2019

- Develop 4-week interdisciplinary educational program in VR filmmaking and immersive media techniques.
- Research and implement best practices for inclusive programming to achieve learning and collaboration outcomes for underserved or marginalized communities.
- Plan, curate, and produce the Cucalorus 2019 Virtual Reality Salon for more than 500 visitors, presenting 15 new media works and interactive experiences with special focus on the art, history, and culture of Wilmington, NC.

Exhibition Designer *BMF Media*

New York, NY
October 2017 - October 2018

- Design, produce, and install public exhibitions for clients such as Toyota, Dell Technologies, ArtRx, LACMA, UBS Bank, AdAge, Two Trees, and more
- Produce quick and expressive design sketches to communicate collaborative design ideas.
- Oversee technical production of graphic design, type layout, signage, brochures, and digital signage.
- Project manage the design and implementation of virtual exhibit applications for remote experiences via browser and VR.

Senior Designer, Global Events *M.A.C. Cosmetics*

New York, NY
Aug 2015 - Sep 2017

- Oversee design strategy for more than 500 annual events on six continents.
- Collaborate with design team to create original creative assets for nine color collections annually.
- Organize and present visual presentations and status reports to Creative Director from start to finish of project timelines.
- Manage design spending on production budgets totalling \$30 million per year.

Associate Planner *San Francisco Arts Commission*

San Francisco, CA
Oct 2013 - Jun 2015

- Assist the executive director of the Public Art Trust to program public art education and access programs for audiences, including those with disabilities, to achieve learning objectives outlined by the City of San Francisco
- Layout and graphic design for three Public Trust publications annually.
- Review civic design documents for five construction projects per month for approval by the Civic Design Review committee.

Education

San Francisco, CA
Jul 2013 - Jun 2015

California College of the Arts
Master of Fine Arts (MFA)
Interaction Design

Evanston, IL
Sep 2001 - Jun 2005

Northwestern University
Bachelor of Science (BS)
Communications / History

Skills

- 2D & 3D design and visualization
- Immersive media (AR, VR)
- Video production and motion graphics
- Copywriting
- Project management
- Partnerships & outreach
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- NYC Master Composter Certification (2017)