

Matthew Fanuele

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EDUCATION

1990 - 1994

Brown University

- B.A., Art-Semiotics, Dept. of Modern Culture and Media

EXPERIENCE

2013 - present

WordPress and Shopify Developer, NYC (mister-matt.com)

- work with clients, designers, and art directors to create beautiful, responsive, and robust Wordpress and Shopify websites, bringing challenging layouts, visual ideas, and functionalities to life.
- variety of project types ranging from corporate to e-commerce.
- ongoing client support, post-launch site maintenance, content update training.
- heavy modification of Wordpress and Shopify themes using HTML, CSS, and Liquid.
- play integral role in designing site architecture and making interface/UX decisions with designers.
- integration/configuration of a wide variety of plugins/apps: forms, seo, galleries, analytics, social feeds.
- graphics production, transforming designers' psds into web-friendly assets.
- server/DNS setup and content migration.

2015

Sound Designer

Paranovella Studios, NYC

- worked with illustrators, animators, and video editors to create animated graphic novel "Nature vs. Nurture" for boutique content studio. Created highly 'visual' soundtrack, interweaving dense sound design with music and dialogue for a four-episode final product.

2014

Robotics Developer

ImageryLab, NYC

- robotics developer for commercial video shoots: used Rhino/Grasshopper to choreograph complex movements of a Stäubli robotic arm to make intricate prop and light movements, moving in synchrony with high-speed camera. Clients included Starbucks, Coors Light, and Olive Garden.

2013

iOS Developer

MisterMatt Apps, NYC

- conceived, designed, and programmed Globobservatory for iPhone (fun twist on cellular automata) and StockJam for iPad (create music from stock charts).

2000 - 2012

Senior Developer

INDELIBLE, NYC

- employee #3: was integral in transforming the company from small startup to large creative agency.
- lead developer for all product education applications: M·A·C Cosmetics, Chanel, jetBlue.
- lead developer for all presentation applications, which let clients create and sequence their own customized multimedia presentations: David Yurman, USA Networks, SyFy, Country Music Channel.
- concept development and UX for website redesigns: AOL, Virgin Mobile.

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2010 - 2011

Podcast Producer

Time Inc., NYC

- head podcast producer for *Sports Illustrated Kids*: worked with staff writers to create over fifty podcasts, which were spirited debates and interviews edited, shaped, and interwoven with original music and sound effects to create high-energy “radio drama”-style podcasts.

1997 - 2000

Freelance Developer, NYC

- lead developer and concept development for the *Tattoo Maker* app, distributed by MacMillan.
- lead developer for interactive video and sound installation for *V Magazine / Visionaire* at Carlton Arts Festival in São Paulo, Brazil.
- lead developer for interactive multimedia portfolios: American Airlines, Live Music Channel, Staff International, Pace Prints.

1994 - 1997

Director of Interactive

Avalanche, NYC

- employee #2: was integral in developing the company into one of NYC's first digital agencies.
- as part of concept development teams, helped launch some of the internet's first movie sites: Universal Pictures, Polygram Filmed Entertainment.
- lead developer for all interactive multimedia products: MTV International, NBC, Elektra Records, Madison Square Garden.

CERTIFICATIONS

- CELTA, University of Cambridge Certificate in English Language Teaching to Adults. Awarded by Teaching House, NYC, 2009.