

# MATTHEW FANUELE

New York City

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<https://mister-matt.com>

## EDUCATION

1990 - 1994

**Brown University**

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

## EXPERIENCE

2014 - present

### **WordPress and Shopify Developer**

**Mister-matt.com**

I code and design beautiful, robust, and mobile-friendly WordPress and Shopify websites, working with clients to bring their sites to life. I have an extensive, multidimensional employment history working on a wide variety of projects, technologies, and teams. In addition to coding, design, UI/UX, and content shaping, I offer auxiliary skills in ongoing client support (content updates, technical support), graphics production, QA, server maintenance and overall solution-based thinking to achieve the best possible project results.

#### SKILLS HIGHLIGHTS

- variety of project types ranging from corporate to creative to e-commerce.
- experience with a wide range of WordPress and Shopify themes, page builders, HTML, CSS, PHP, JS.
- UI/UX, graphic design, content shaping/curating, and blog creation.
- ongoing client support, post-launch site maintenance, content updates and training.
- integration of a wide variety of plugins: SEO, analytics, contact forms, portfolio/gallery, etc.

2013

### **Lead Developer, Robotics**

**ImageryLab, NYC**

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

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.

## **iOS Developer**

- conceived, designed, and programmed Globobservatory for iPhone (an entertaining twist on cellular automata) and StockJam for iPad (fun app to let users compose music from stock chart data).

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 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.
- lead developer and concept development for the Tattoo Maker app, distributed by MacMillan.

1994 - 1997

## **Director of Interactive**

### **Avalanche, NYC**

- employee #2: was integral in developing the company into 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.