

# Matthew Bednarik

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## EXPERIENCE

### AMAZON 2021–PRESENT

ART DIRECTOR, JP DEVICE TEAM

Creative lead responsible for concept development, planning, and implementation of online and offline product launch materials, general promotions, and overall brand stewardship of Amazon Devices for the Japan market.

### UNIQLO (FAST RETAILING) 2013–2021

ART DIRECTOR, GLOBAL CREATIVE LAB

Directly responsible for concept development, planning, and implementation of global new store opening creative, including the company's market launches in Barcelona and Amsterdam. Oversaw creative output for Europe, Russia, and Japan markets, including store openings and support in Paris, Berlin, Moscow, St. Petersburg, Tokyo, Osaka, and Kyoto. Managed creative for the UTGP design competition over six consecutive years. Global creative output included in-house branding, logo design and application, packaging, book design, leaflets, public relations communication and gift materials, and select campaign photoshoots.

### gdloft 2005–2009

ART DIRECTOR

Art Director and Photographer responsible for concept and execution of both design and photography assignments for a range of cultural, education, and nonprofit clients. Direct involvement with clients from concept proposal to vendor relations for project production.

### 160over90 2004-2008

GRAPHIC DESIGNER AND AGENCY PHOTOGRAPHER

Responsible for projects from concept through production stages. Art direction, photography, and production for photography in-house and on location. Established the agency's in-house photography studio and managed the internship program for the creative department.

## TEACHING EXPERIENCE

### Shillington School of Graphic Design 09/2012–06/2013

Lecturer responsible for team teaching the full-time courses at the NYC campus. Over a three month course, students are prepared to enter the design field through an intensive, brief centric curriculum. Instructed design fundamentals alongside software and production demos, developing both conceptual thinking and craftsmanship.

### Kagoshima Prefecture Board of Education 07/2009–07/2012

Worked within the Japanese school system as an English Teacher and Cultural Ambassador for three high schools in Kagoshima, Japan. Duties included language instruction, lesson planning, lectures, test preparation, club activities, and cultural exchange. Also responsible for the design, photography, and production of promotional materials, creating an archive of content spanning three years.

### The University of the Arts 01/2009–07/2009

Taught *Electronic Media and Production*, a 16 week course over which students gain a technical foundation in all major hardware and software applications, along with best practices related to the field of design.

### Rutgers University 05/2008–07/2008

*Introduction to Computer Graphics*. A summer session where students learned Adobe software and design fundamentals.

## EDUCATION

### Rutgers University 2001–2005

College of Arts and Sciences, Camden, NJ  
B.A. in Fine Arts with concentrations in  
Graphic Design and Photography.

## SKILLS

### Design

Highly proficient in creating a wide variety of solutions for print, web, and new media projects. Expert with industry standard applications and workflow best practices. Deep understanding of both print and web production techniques. Web experience covers front and back end development, including PHP+MySQL implementation for various CMS solutions. Mac, PC and UNIX friendly.

### Photography + Videography

Expert with Digital, 35mm, Medium and Large Format equipment. Just as comfortable in the darkroom as in Photoshop. Traditional darkroom printmaking and film processing in both black & white and color. Experience in natural and studio lighting situations for advertising, events, fashion, portraiture, product and sports. Deep knowledge in production and workflow aspects, including archival, color management, retouching and output.

Well versed in Linear and Non-Linear editing environments, digital and traditional camera equipment, media authoring and video compression techniques for broadcast and web.

## EXHIBITIONS

2010

*Yanedan ArtFes*, Yanedan Gallery, Kanoya, Kagoshima, Japan

2009

*Great Adventure*, solo show, Bus Stop Boutique, Phila., PA

*Group Show*, 222 Gallery, Phila., PA

*Grand Small Works*, F.U.E.L. Gallery, Phila., PA

2008

*A Photograph of New Jersey*, Pierro Gallery, South Orange, NJ

2005-2007

*Alumni Works*, Stedman Gallery, Camden, NJ

*RePOP*, Susquehanna Art Museum, Harrisburg, PA

## AWARDS & RECOGNITION

2008

*Print*, Regional Design Annual: East

*Graphis*, Gold, Poster Annual

*Step Inside Design*, Step 100, #77 gdloft

*How Magazine*, Promotion Design Awards

2007

*Communication Arts*, commarts.com exhibits: Identity

*Step Inside Design*, Best of Web: Sites of Merit

*GDUSA*, Seen and Noted; Public Service/Pro Bono Projects

2005-2006

*pdn*, April issue, Agency Photography

*Art Director's Club of Philadelphia*, Silver, Packaging Design

FURTHER REFERENCES AVAILABLE UPON REQUEST