

## Matte Elsbernd { matte@elsbernd.net }

- PROFILE** Not your typical web professional. I've been around the block; Worked in quite a lot of companies/verticals and played many different roles. I bring a range and depth of experiences that is unique and this allows me to play a role beyond what's laid out in any job description. I'm hard to fit into a box and so I'm best off in roles where there are few of them. I am ready to bring ideas to life either on my own or by managing a development team. I get things built.
- EXPERTISE** Content - research, copywriting, copyediting and proofreading  
Design - web graphic design, branding, animations, video and audio  
Development - hand-coded HTML, PHP, CSS, XHTML, JavaScript, MySQL & CGI  
Information Design - schematics, use-cases, functional specifications, mockups  
Maintenance - unix/apache, CMS, SEO, traffic analysis and customer support  
Management - creative & technical staff management  
Strategy - website and business-process development and brainstorming
- PORTFOLIO** matte.elsbernd.net { my personal portal }  
www.firmlist.com { largest guide to web design/development firms }  
www.electricalsocket.com { 14-year collection of experimental web projects }  
www.usedideas.com { ideas collection }
- EXPERIENCE**
- 04/98 - Present **Founder @ The Royal Saltworks** { San Francisco, CA }  
The Royal Saltworks is a publishing company capitalizing on the transformation of all business models using interactive tools/technologies. With a network of websites, apps and resources focused primarily on the interactive professional community, The Royal Saltworks is bringing the information and tools you need, to life.  
- The Firm List  
- RESRC  
- BehindtheURL
- 4/07 - 01/08 **Interactive Studio Manager @ Charles Schwab, Inc.** { San Francisco, CA }  
Day-to-day management of an agency studio producing everything from banners & emails through intranet applications.  
- Direct management for staff of 13 designers & developers  
- Process refinement & workflow automation
- 12/05 - 04/07 **Interactive Producer (contract) @ Charles Schwab, Inc.** { San Francisco, CA }  
09/04 - 10/04 **Technical project management in an internal ad agency.**  
05/04 - 07/04  
- Developed & managed technical specifications and project timelines  
- Bridge between the studio and the client  
- Managed external vendor relationships
- 04/05 - 10/05 **Lead/Senior Project Producer @ Friendfinder, Inc.** { Palo Alto, CA }  
Project & Product management for a network of dating sites.  
- 5-20+ projects for each 2-week development cycle  
- Managed the integration of various website acquisitions  
- Oversaw teams of between 2-20 developers & designers  
- Led team of 2-3 other project producers  
- Performed rapid UI-prototyping for new site features

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- 12/04 - 01/05      Web Designer (contract) @ **Current TV** San Francisco, CA }  
Short-term contract to help design promotional web application for an unlaunched cable television start-up.  
- Developed wireframes and functional specifications  
- Built mock-ups of initial web application
- 11/04 - 01/05      Web Producer (contract) @ **Young & Rubicam** San Francisco, CA }  
Short-term contract to manage quick redesign of a major international retailer's website.  
- Built CSS-positioned, table-less website using PHP  
- Orchestrated project among multiple vendors and client divisions  
- Managed project schedule & team of 1-3 designers/developers
- 06/03 - 03/04      Web Developer @ **Minnick Web Services** Sacramento, CA }  
Day-to-day publishing of content for various technology magazine's websites.  
- Published content in Interwoven Teamsite & other CMS applications  
- Search engine optimization (SEO) research and implementation
- 10/00 - 10/01      Group Creative Director, Interactive Marketing @ **Irma S. Mann** { Boston, MA }  
Developed & managed the interactive capabilities at a traditional, travel-focused advertising/marketing agency.  
- Managed a team of 1-3 designers & account managers  
- Oversaw external vendor relationships  
- Conceptual development and information design for client projects
- 12/99 - 02/00      Information Architect @ **Razorfish** Cambridge, MA }  
Worked with several start-up clients to define their site & business needs.  
- Led discovery workshops with clients to develop website & business strategies  
- Partnered with UK-based branding firm to help define the start-up's identity  
- Developed schematics & functional specifications
- 10/99 - 03/00      Information Architect (contract) @ **Open Ratings** { Cambridge, MA }  
Short-term contract to help develop early demo of this MIT-based start-up.  
- Developed wireframes and functional specifications  
- Built mock-ups of initial web application
- 03/99 - 11/99      Web/UI Designer @ **Peoplestream** { Cambridge, MA }  
Lead front-end role within an early-stage start-up building a proprietary web application.  
- Developed use-cases, wireframes and functional specifications  
- On strategic development team for business & website
- 09/98 - 12/98      Senior Designer @ **Newfangled Graphics** Providence, RI }  
Design & development of websites & online advertising for small clients.  
- Conceptual design for banner ads & websites  
- Site maintenance & graphic production
- 12/97 - 09/98      Digital/Web Designer @ **Conduit Communications, Inc.** { Boston, MA }  
Lead designer for a technology firm, in both their Boston & London offices.  
- Oversaw the growth and development of the Visual Delivery department  
- Worked on international development teams, both remotely and onsite  
- Development/design for Fortune 1000 intranets, extranets and websites

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01/97 - 05/97      HTML Programmer @ **Internet Entertainment Group** Seattle, WA }  
Part of a small development team focused on maintaining and growing a large set of content sites.  
- Enhanced and standardized multi-site templates & CGI scripts  
- Streamlined site-maintenance workflow

01/97                Warehouse Staff (contract) @ **Amazon.com** { Seattle, WA }  
Temporary position involving the distribution & fulfillment processes that lie behind the websites.  
- Worked in the warehouse doing order fulfillment

07/96 - 11/96      Web Page Designer @ **WebNet, Inc.** { Tacoma, WA }  
Lead designer/developer for small web design firm.  
- HTML development & design work for clients  
- Branding & strategy definition for the firm

EDUCATION         Stanford University Graduate School of Business { Palo Alto, CA }  
                          Graduating June 2010  
                          Sloan Fellow – Masters Science in Management  
  
                          California Polytechnic State University { San Luis Obispo, CA }  
                          Graduated June 1996  
                          Major - Liberal Studies / Minor – English