

COCKELEY

Matthew R.

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HIGHLIGHTS

2017 Guided mag+ through sale and transition from Bonnier AB to MPS Co. as VP of Operations

2016 Hired by Apple as Design Director to build interactive chemistry textbook app (RGB Co.)

2015 Launched MRCokeley Design, LLC.

2014 Trained the entirety of Nike, Inc.'s Global Marketing Design team on the mag+ platform (U.S., Western Europe and Asia)

2013 Delivered a 40% margin on total revenue of \$750,000 in first year of mag+ Studios

2012 Awarded Graphic Design USA's People to Watch

2012 ASME for Best Cover in News & Politics for American Photo September 11th issue

2011 Conceived and developed American Photo 9.11 app, Popular Science Photo Hunt app & PopSci Audio app

2010 Conceived & built ad agency-style art department for multi-media development of five titles (Bonnier)

2009 Communication Arts award for Excellence in Illustration (Popular Science)

2005 Hired for the reinvention & redesign of Popular Science & PopSci.com brands

2002 Employee of the Year as Senior Designer (Dennis)

EXPERIENCE

MRCokeley Design, LLC. Founder & Executive Creative Director
Clients include Apple, Hachette Book Group, Time Inc., RGB Company, Print Matters, and ERA Realty

mag+ VP of Product, Services & Operations; Executive Creative Director 8.11/7.17
Tasked with developing business model for mag+ Studios, the creative services division
Delivered a 40% margin on total services revenue of \$750,000 within first year
Responsible for growth of sales, technical support and training of all 900+ clients & partners including Nike, Disney, New York Magazine, Bloomberg Markets and Ogilvy Redworks
Pitched, signed, trained and launched WWE magazine on all OSes for Wrestlemania 29 event
Contributing writer and videographer to magplus.com, HOW.TV and InDesign Secrets blogs

Bonnier Technology Group Art Director 9.05/8.11
Conceived and built seven-person, ad agency-style art department for multi-media development of Popular Science, Science Illustrated, Popular Photography, American Photo and Sound & Vision
Department designed and delivered five print brands, four iPad editions and web content
Applied agency-style "best practices" to publishing work flow
Application delivered annual savings of \$100,000 in production expenditures
Conceived and developed PopSci.com T.U.R.N. video series
Won ASME for Best Cover in News & Politics for American Photo September 11th issue
Won Communication Art's 2009 Award of Excellence for Illustration in an Editorial Series
Art Director on Bonnier Corporation's launch issue of Science Illustrated for kids in the U.S.
Developed system to bring production expenses under budget by roughly \$4000 per month
Oversaw +16.5% overall increase in newsstand sales in 2006 with Popular Science redesign
Promoted to Art Director from Deputy at six-month review
Conceptualized and executed the complete redesign of Popular Science and PopSci.com

Dennis Publishing Associate Art Director 2.99/9.05
Awarded employee of the year in 2002 as Senior Designer
Promoted three times within seven years
Junior Designer > Designer > Senior Designer > Associate Art Director

Princeton Marketech Designer 7.98/2.99
High-end corporate print and interactive design for Summit bank, The Wall Street Journal, Unysis

SKILLS

Communication, Project Management, Talent Identification, Team Building, Art Direction, Graphic Design, UI/UX Design, Content Creation, Presentation, Public Speaking, Account Management, Client Relations, Technical Support, Adobe Creative Suite, HTML, XML, Salesforce, Trello, Jira, Slack & Social Media

EDUCATION

Moravian College B.A. in Graphic and Advertising Design 5.98
Minor in Marketing with related courses in Sociology & Psychology

REFERENCES

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