

Matthew Boyko

Multimedia Producer

New York, USA

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A multimedia producer & administrator with over 13 years of experience working in a global design firm focusing on Consulting, Retail, Hospitality & Mixed-Use projects. Helped to develop and drive new service offerings of media within the firm for our clients and Marketing needs. Projects covered change management communication, pitch media, instructional, conference, tradeshow, and cultural anthem video works. Creating media that people enjoy, remember, and are changed by after watching.

*AREAS OF EXPERTISE

Change Management

Media Design & Management

Pre-Production - Post

Executive Support & Administration

Media Strategy & Planning

Social Media Marketing

Communications and PR

Interview Experience

Digital Media Optimization

Vocal Coaching

Direction & Performance

Education & Research Experience

Curriculum Design

Exhibition Design

Public Speaking

Writing, Copywriting

Travel Scheduling + Concur

Budget & Expense Management

*ADVANCED TECHNICAL SKILLS

Adobe CC: Premiere

Adobe CC: After Effects

Adobe CC: Illustrator

Adobe CC: Photoshop

Adobe CC: InDesign

Final Cut Pro

Mac & PC Platform Experience

Microsoft Office Suite

Artsystem5

HTML5

Google Analytics

DSLR/Digital Cine Operations

PROFESSIONAL EXPERIENCE

Gensler Architecture & Design

Associate, Multimedia Design Strategist

January 2019 – May 2020

May 2014 – December 2018

Northeast Region, New York City, New York

Consulting & Real Estate Services Studio, New York City, New York

- Connected and helped lead a media production network globally across the firm, resulting in client-driven collaborative works that expanded our client-facing offering and development as a known group within the firm.
- Worked with a full range of collaborators, both internal & external, on video works that ranged from \$5k to \$250k+, further developing the Consulting and Innovation portfolios to include video media as a deliverable adding revenue of over \$2.2million from FY2016-FY2018.
- Developed brand standards & guidelines for media, archiving/image optimization protocols, and led a monthly meeting to discuss new video work with global colleagues to expand the network's portfolio and new business.
- Created video works that captured the voice and culture of our talent & Founders through projects illustrating diversity, background, and the story of design.

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Gensler Architecture & Design

Studio Coordinator

December 2011 – May 2014

Lifestyle & Workplace Studios, New York City, New York

May 2008 – December 2011

Lifestyle Studios, San Francisco, California

- Studio coordination of 35+ designers & architects per studio. Managing 2-3 studios and supporting practice area leaders in Retail, Retail Centers, Hospitality, and Workplace.
- Coordinated meeting agendas, project management documentation, and budgeting for a full range of design, infrastructure, and architecture projects within the Retail, Hospitality, Mixed-Use, and Workplace Practice Areas
- Project work included client coordination, design and image work for proposals, qualifications, design standards manuals, marketing materials, internal/external presentations, and awards submissions.
- For studio administration and executive-level support, a calm, relaxed demeanor in all things, the ability to multi-task, balance schedules, apply discretion, and listen accordingly were paramount.

Office Coordinator

March 2007 – May 2008

San Francisco, California

- Maintained the company-wide mailroom for the office, delivering/receiving/sending packages daily.
- Responsible for ALL catered client events, maintaining the office environment, and providing support to ALL departments, studios, executives.
- Able to communicate efficiently with all levels of colleagues, clients, and other external contacts. Created better methods of communication through forms and documentation practices.

Freelance

Digital Media Producer & Consultant

January 2003 – Present

Clients: Gensler, IIDA, Various Galleries, Schools, Artists, Designers & Arts Foundations

- Media producer for a wide range of marketing, conference, and meeting-driven media. Frequently brought in as a one-stop-shop to storyboard, shoot/edit, and deliver the master for projects.
- Digital Consultant on projects requiring knowledge of image optimization for developing large-scale artworks.
- Consultant, Photographer, and Archivist for projects involving the documentation of artworks and subsequent handling, databasing the work.

The San Francisco Arts Education Project

Art/Design/Video Instructor

August 2006 – March 2007

San Francisco, California

- Worked as the instructor of art classes for K-8th grades. Developed curriculum for graphic arts and video production, producing portfolios with the students involved.
- Working with the students, homeroom teachers, and the SF Arts organization to develop a curriculum that would allow a fun and creative understanding of visual communication in the arts with introductions and processes into new media.

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The University of California Berkeley, California College of the Arts

Audio/Visual Technician

September 2003 – March 2007

San Francisco, California

- Advising/consultation/troubleshooting with a reputable wide range of national and international artists, architects, designers, faculty, and students according to their AV needs for lectures, presentations, special events, and projects.
- Thorough knowledge of AV equipment, software, and conference presentation hardware.

EDUCATION

2004 – 2006 Master of Fine Arts Focus: Photography & Video California College of the Arts, San Francisco, California

1996 – 2002 Bachelor of Arts Majors: Photography, Theatre, Design Drury University, Springfield, Missouri

Minors: Art History, Global Perspectives

Additional Coursework

2004 Master of Fine Arts Graduate Fine Arts Program University of California Berkeley, Berkeley, California

1998 International Studying Art, Theatre, Design in London Regents College, London, United Kingdom

TEACHING EXPERIENCE

Workshops & Teaching Assistantships

2015 – 2019 Introduction to Video & Digital Media Production Gensler, New York City, New York

2009 Introduction to Vision CRM Gensler, San Francisco, California

2008 Introduction to Digital Image Processes Gensler, San Francisco, California

2006 Image Optimization for InDesign & Final Cut Pro California College of the Arts, San Francisco, California

2006 TA: Introduction to Digital Media: Use & Operation California College of the Arts, San Francisco, California

2005 TA: Graduate Seminar, (60+ students, 4 instructors) California College of the Arts, San Francisco, California

2005 Web Optimization for Imagery & Video California College of the Arts, San Francisco, California

2001 Creating Imagery for the Internet, RE: Boot camp Drury University, Springfield, Missouri

AWARDS, VOLUNTEER WORK, ASSOCIATIONS, SPEAKING ENGAGEMENTS

2018 Toast Masters, "Competent Communicator" Certificate Gensler Chapter, New York City, New York

2017 – 2020 Associate Steering Committee Member Gensler, New York City, New York

2016 – 2018 Toast Masters Officer: Vice President Public Relations Gensler Chapter, New York City, New York

2014 – 2019 City Year Volunteer: Media Director in collaboration w/ Gensler, New York City, New York

2013 Gensler Star Award Gensler, New York City, New York

2012 – 2016 Gensler Art Exhibition Co-Curator, (w/ oversight from Mark Morton) Gensler, New York City, New York

2010 Master of Ceremony for C.H. Villyard Wedding Ceremony San Francisco, California

2009 Master of Ceremony for Fall Members Party SF MoMA, San Francisco, California

2007 – 2011 Gensler Art Committee Co-Curator, (w/ oversight from Collin Burry) Gensler, San Francisco, California

2007 Deadpan Exchange 3 Exhibition Speaker The Lab, San Francisco, California

2006 Graduate Commencement Speaker California College of the Arts, San Francisco, California

2006 Dennis Leon and Christin Nelson Scholarship California College of the Arts, San Francisco, California

2005, 2006 Student Leadership Award California College of the Arts, San Francisco, California

2002 Boyko Weltanschauung Award Drury University, Springfield, Missouri

2001 Degenerate Artist Award Drury University, Springfield, Missouri