

# MATT HELF

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## Professional Summary

Creative and strategic design leader with 20+ years of experience driving motion and digital design across 26 U.S. media markets. Proven expertise in building and leading high-performing design teams, standardizing brand systems, and scaling creative operations. Highly skilled in Adobe Creative Cloud, project and asset management, and brand governance.

## Experience

### Director - HTV Design - Hearst Television

Winter Park, FL - 2020 to Present

- Lead and mentor 32 designers creating branded motion, print, and digital designs.
- Oversee 24/7 centralized design group for 26 media markets, reaching 24 million households.
- Define OKRs (Objectives and Key Results), and establish the team's mission, vision, and values.
- Manage capital, operational, and salary budgets for the centralized design group.
- Research, select, and negotiate SaaS agreements for the design and regional teams.
- Oversee all branding assets and manage group graphic and branding requests.
- Manage group design packages, brand guides, and request fulfillment.

### Brand Resource Manager - HTV Design - Hearst Television

Winter Park, FL - 2017 to 2020

- Established and led a team of 9 print, digital, and motion designers for the centralized team.
- Created a centralized design support workflow for Creative Departments.
- Evolved, standardized, and scaled group design assets for clearer visual branding.

### Production Manager - HTV Design - Hearst Television

Winter Park, FL - 2011 to 2017

- Founding member of the centralized design hub created to support 26 media markets.
- Scaled automation projects, design templates, and the centralized support model.
- Created training videos and documentation for the group website.

### Creative Services Producer/Designer - Channel 2 NBC - Hearst Television

Winter Park, FL - 2003 to 2011

- Wrote, shot, and edited station video marketing campaigns.
- Provided daily graphic support for News, Creative Services, and Sales departments.
- Designed, animated, and coded graphic templates for producer UIs and newsrooms.

### Creative Services Producer - NewsChannel 5 NBC - Gannett

St. Louis, MO - 1999 to 2003

- Wrote, directed, and produced on-air station video marketing campaigns.
- Managed on-air inventory placement to promote the station brand.
- Identified shoot locations and managed production permitting with the city.

## Education

SIUE - Southern Illinois University at Edwardsville

BS - Mass Communications and Journalism

## Software

- Adobe Creative Cloud Suite
- Frame.io
- Adobe Express
- Bynder DAM for Digital Asset Management
- Wrike - Project Management
- SharePoint - Cloud Storage
- Zendesk
- Canva
- PowerPoint
- MS Teams
- Office 365

## Additional Training

- Hearst Management Institute Executive Training
- Hearst DEI Certification

## Awards

- Edward R. Murrow for Investigative Journalism Package Editing
- Promax Gold - Design System for Print, Digital, and Motion Brand