

**Matthew Poor**

219 Saint Johns Place  
Brooklyn, NY 11217  
mattpoor@gmail.com  
917.208.8529

EXPERIENCE SEP 2011–CURRENT

**Adjunct Professor: F.I.T.**

Teach sophomore and junior level undergraduate students typography and layout courses using InDesign in the Communication Design BFA program.

FEB 2009–CURRENT

**Senior Designer: New York Public Library**

Collaborate with art director in rebranding the Library. Provide creative direction and brand strategy for various departments and programs within the library.

OCT 2008–NOV 2008

**Senior Designer: Helicopter**

Created brand identity for new accounts/clients. Directed Jr. Staff's work.

MAY 2007–SEP 2008

**Senior Designer: Jazz at Lincoln Center**

Evolved institutional brand identity across multiple departments.  
Designed annual campaigns for various departments/clients.  
Directed photo shoots, Jr. Staff, freelance and interns' work.

APR 2005–MAY 2007

**Designer: Jazz at Lincoln Center**

Created identity and promotional campaigns for membership programs.  
Designed posters and advertising campaigns for weekly events.  
Designed identity and marketing materials for theaters and venue.

DEC 2004–MAR 2005

**Assistant Art Director: ID Magazine**

Designed layouts for magazine. Chose photographs for use in layouts, proofed images and oversaw corrections from pre-press facility. Directed photo shoots.

JAN 2004–DEC 2004

**Designer: Parsons Office of Promotion Design**

Created promotional materials for a diverse client base within the Parsons' community. Met with clients, secured print quotes, prepared jobs for press.

SUMMER 2003

**Art Department Intern: Rolling Stone Magazine**

Designed various layouts for magazine. Created multiple templates for magazine departments and features.

EDUCATION **Parsons School of Design**

BFA Communication Design

HONORS Print Magazine International Business Review 2010

Brand New Top 10 Identities of 2009

AIGA Year in Design 2008

Print Magazine International Business Review 2008

Print Magazine Regional Design Annual 2007

Print Magazine Business Graphics Review 2007

Art Directors Club Award for Excellence 2004