

MATTY RODNEY

I am a creative professional with a diverse skill set that encompasses art direction, cartooning, and a strong eye for modern and contemporary design. My career has been deeply influenced by my unwavering passion for storytelling, which I consider the cornerstone of my professional journey. I thrive in the art of conveying complex concepts and compelling narratives, while always seeking originality in my execution.

📍 Los Feliz, Los Angeles, CA, 90027

🌐 mattyrodney.com

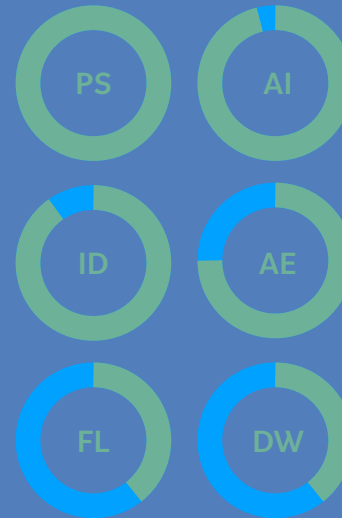
✉️ mdrrad@gmail.com

📞 516.404.3203

🎓 Fashion Institute of Technology 2010-2014
AAS - Communication Design
BFA - Advertising Design

🎓 Nottingham Trent University 2013-2014
Study Abroad Program - Graphic Design

🎓 School of Visual Arts - 2016-2018
BFA - Cartooning/Animation



PowerPoint	Google Workspace
Microsoft Office	Blender
Keynote	Final Draft
Midjourney AI	Storyboard Pro
Procreate	Adobe Firefly

- CONCEPTUALISATION
- STORY DEVELOPMENT
- PHOTO MANIPULATION
- MOTION GRAPHICS
- GRAPHIC DESIGN
- COLLABORATION
- ART DIRECTION
- MULTITASKING
- ILLUSTRATION
- ADVERTISING
- EXECUTION
- BRANDING

SPLASH ENTERTAINMENT 2021-PRES. PITCH DECK DEVELOPMENT & DESIGN

- Lead in pitch deck design and consultation for animation projects.
- Collaborated closely with the creative team to craft immersive presentations for investors and partners.
- Worked with creative director to find compelling narratives and hooks for target audiences.
- Art direction and editing of concept art and character designs to exceed studio standard.
- Thrived in optimizing IP potential with limited resources, ensuring compelling pitches.

KABILLION KID'S STREAMING - 2021-PRES. ART DIRECTION & DESIGN

- Develop presentations to pitch streaming service, securing brand deals and collaborations.
- Design and animate youth-oriented graphics and concepts for promotions, maintaining a child-friendly style.
- Enhance promotional materials with motion graphics to improve visual appeal and storytelling.
- Create age-appropriate campaigns to boost brand awareness and attract partnerships.
- Identify and foster new children's entertainment partnerships to enrich content and expand market presence.

FREELANCE - 2019-PRES. PITCH DECK CONSULTATION, DEV. & DESIGN

Recent Clients: Lord Miller Productions, York and Wilder, Boardwalk Pictures, Pechanga Creative Studios, Airship, WME Agency, The Content Group, Very Gay Paint, and many more.

ART DIRECTION + DESIGN

Recent clients: Salesforce, Melinda Maria, Mila Moursi, Allay, WonderWord.fun, Spinifex, River Logic, Bronty Beauty, and many more

FCB 2014-2016 JUNIOR ART DIRECTOR|ART DIRECTOR

- Lead conception of innovative multimedia campaigns to engage audiences and convey brand messages effectively.
- Create visually striking graphics and concepts, boosting the impact of advertising materials.
- Oversaw numerous projects at a time through various stages of development until greenlight.
- Collaborate with creative teams, ensuring successful campaign execution within set timelines and budgets.