

Matt Hornsby

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Positions

Product Designer, Questline 2019-2023

As a part of the product team, I helped to plan, design, prototype, develop, and deliver new features and improvements to existing experiences for both internal users and external energy utility clients, primarily on Questline's B2B communication and content platform, *Engage*. Using: Figma, Sketch, LESS, SASS, HTML, Javascript, Git

Web Designer, Adept Marketing 2016-2019

I worked primarily in a digital design capacity with some front-end development integrating with Wordpress and occasional print design and branding work. Using: Sketch, LESS, HTML, PHP, Javascript, Wordpress, Git

Web Designer, Thirty-One Gifts 2012-2015

I created and maintained a series of revisions to UI and visual design including an update to responsive navigation, category and product pages. Using: Photoshop, CSS, HTML, Javascript

Interaction Designer, Paul Werth Associates 2010-2012

Interaction Designer, huber+co. interactive 2008-2010

I started at huber+co as they shifted from offering print design and general marketing services towards a focus on interactive design and marketing. In 2010 huber+co was acquired by Paul Werth Associates where I increased my design contribution and further integrated design and development as Responsive Web Design became a necessity for every modern web project. Using: Photoshop, Illustrator, CSS, HTML, PHP, Javascript

Graphic Designer, Sofa Express 2004-2007

I produced the majority of in-store signage, newspaper ads, direct mail and pre-printed circulars during a period of heavy location and merchandise expansion. Using: Photoshop, Illustrator, Indesign

Graphic Designer, Suburban News Publications 2001-2004

As part of the Art Department, I did editorial- and cover-design and production for numerous special advertising sections, designed advertiser ads and created promotional tools for the sales staff.

Projects

Creator / Co-Founder, TweetMyTime 2009-2012

Originally an internal project, TweetMyTime was spun off when huber+co. was acquired. TweetMyTime was a first-of-its-kind tool to facilitate marathon runners sharing their progress to social media as their time was captured along the course.

The Stwanger 2010

Inspired by a podcast discussion on diversity influences in social media I built The Stwanger as a tool to easily find random, quality, Twitter users to follow. It was used as a narrative thread connecting other stories on an episode of CBC Radio's *Definitely not the Opera*.

Organizations

IxDA Columbus

As a long-time organizer for this local UX organization, I work to schedule and organize community events, especially the monthly Chat 'n Pancakes breakfast networking meetups.

Education

University of Pittsburgh 1996-2000

I graduated with a BA in Studio Art and Anthropology and was a member of the varsity Track and Field and Cross Country Teams.