

Matt Hornsby

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Positions

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.

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. I worked in primarily a development capacity with some interactive design and production.

In 2010 Paul Werth Associates acquired huber+co. At Paul Werth, I increased my design contribution and further integrated design and development as Responsive Web Design became a necessity for a modern web project.

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.

Graphic Designer, Suburban News Publications 2001-2004

As part of the Art Department, I did editorial design, cover design and production for numerous special advertising sections, designed advertiser ads and created promotions tools for the display and classified 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 share 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 stories on the CBC Radio's *Definitely not the Opera*.

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.