

# Matt Hornsby

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## Positions

### Product Designer, Questline 2019-

As a part of the product team, I help 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 communication and content platform, *Engage*.

### 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.

### 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. In 2010 huber+co was acquired by Paul Werth Associates. There, I increased my design contribution and further integrated design and development as Responsive Web Design became a necessity for every 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.

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## 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*.

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## 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.