

# MATTHEW MANOS

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Social Entrepreneurship  
Disruptive Innovation

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1 / 2

## EDUCATION

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MFA- Media Design, Art Center College of Design, 2012  
BA - Design Media Arts, UCLA, 2010

## WORK EXPERIENCE

### A. PROFESSIONAL EXPERIENCE

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*I have 8 years of professional experience, having managed over 250 accounts internationally in my design practice.*

#### **a verynice design studio - Founder (2009 - )**

- Leading figure in establishing the first internationally operating social graphic design enterprise.
- Project Management & Creative Direction for 250+ diverse accounts in every industry and sector
- Pro Bono Services for 125+ organizations
- Clients include The United Nations, MTV, HRC, Facebook, Disney, Amnesty International..
- Team Building & Leadership for 60+ contractors
- Collaborative Impact in 25+ countries spanning six continents

#### **Youth Leadership America - VP Marketing (2009 - )**

- Founder of the Marketing & Communications division
- Manager and Creative Director of the division's staff (copywriting, social media managers, public relations, strategic planners, web developers, and designers)
- Initiated brand development and web 2.0 integration for the non-profit to significantly increase press, funding, and community recognition.

#### **Philosophie Interactive - Creative Director (2010 - 2011)**

- Project Management and Creative Team Leadership for interaction and branding sectors.
- Lead Brand R&D initiative for the agency.
- Promoted from Contractor (2009) to Senior Designer (2010) to Creative Director (2011)
- Clients: WHotels, Vespa, Virgin Galactic, Gran Sierpe...

#### **\$100 Solution - Director of Integrated Marketing (2010 - 2011)**

- Founded the Integrated Marketing division in 2010
- Responsible for building and managing a Marketing Division for the organization consisting of a team of designers, developers, and strategists.
- Initiated a brand development and implementation campaign to launch new innovations.
- Lead a Pepsi Refresh campaign to create strong outreach.
- Assist in the development of The \$100 Solution™ as a curriculum in various universities.

### B. TEACHING EXPERIENCE

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- Art Center College of Design - Business 101, T.A. (2010 - )
  - Creative World Art School - New Media Faculty (2010)
  - UCLA Design Media Arts - Instructor (2010)
  - I Have a Dream Foundation - Faculty (2004)

### C. MISC. EXPERIENCE & INTERNSHIPS

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- Beautiful / Decay Magazine - Curator / Writer (2011 - )
  - Anne Burdick - Research Intern (2011)
  - Denise Gonzales Crisp - Research Intern (2011)
  - GOOD Magazine - Design Intern (2010)
  - Rebeca Mendez - Research Intern (2010)
  - Hello Design - Design Intern (2009)
  - Beautiful/Decay Magazine - Design Intern (2009)
  - Freelance Designer (2004 - 2009)
  - Saatchi & Saatchi: Team One - Broadcast Intern (2008)
  - UCLA Art|Sci Center - Video Editor, Designer (2008)
  - Provident Funding - Lead Designer (2006)

## SELECT PRESS / BIBLIOGRAPHY

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My work and ideas are published internationally in over 100 highly acclaimed print and online venues.

### A. PRINT

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2012 - Top Graphic Design Series, Hightone, China (*forthcoming*)  
2012 - Relogo, Sandhu Publishers, China (*forthcoming*)  
2011 - Boxed & Labeled 2, Gestalten Press, Germany  
2011 - Beautiful/Decay, Book 6 / Prius Projects, USA  
2010 - Los Logos 5, Gestalten Press, Germany  
2010 - L.A. List, Prime Magazine, USA  
2010 - Hello, Mr. Packaging, SendPoints Books, China  
2009 - Beautiful/Decay, Book 1, USA  
2009 - Title Magazine, Issue 5, USA

### B. ONLINE

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2012 - HOW Magazine - article (*forthcoming*)  
2011 - The Huffington Post - interview  
2011 - WIRED Magazine - article  
2011 - Public Interest Design - feature  
2011 - Sports and Social Change - feature + interview  
2010 - GOOD Magazine - guest author & illustrator  
2010 - fffffound - featured designer  
2009 - Dwell Magazine - article & video interview  
2009 - FairSpot - featured designer  
2009 - Creativity Online - featured project  
2009 - Boing Boing - featured project  
2009 - Beautiful/Decay Magazine - featured project

## SELECT TALKS / WORKSHOPS

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2011 - ACRD - "SBPG" - workshop, 100+ participants  
2011 - SEA/Chicago - "Design & Social Entrepreneurship" - Panel  
2011 - ACCD - "Self-Promo Tools" - Lecture & Workshop  
2011 - ACCD - "Business Ethics & Relationships" - Workshop  
2011 - ACCD - "Self-Promo Tools" - Lecture & Workshop  
2011 - ACCD - Advanced Design Studio 2 - Midterm Critic  
2011 - UCLA - "Narrative YouTube Interfaces" - Workshop  
2011 - ACCD - Advanced Design Studio 2 - Final Critic  
2011 - ACCD - "Self-Promo Tools" - Lecture & Workshop  
2011 - ACCD - MDP Open House - Pecha Kucha - Speaker  
2010 - ACCD - "Self-Promo Tools" - Lecture & Workshop  
2010 - YLA, "Mentor Rotation Night" - Speaker  
2010 - UCLA - "Sneak Peak at the Design Process" - Speaker  
2010 - SEA/LA - Pepperdine University - Speaker  
2010 - WKU - "The \$100 Solution 2.0" - Presenter  
2010 - YLA - Brand Launch Party - Host / MC & Speaker  
2010 - UCLA - Retrospective, DMA Welcome Day - Speaker  
2009 - YLA - "Non-Profit Logo Design" - Lecture & Workshop

## SELECT EXHIBITIONS / COLLECTIONS

### A. CURATORIAL

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2011 - View Source - Think Tank Gallery  
2011 - Impractically, Practical - Broadway, Los Angeles  
2011 - MADE UP: Design's Fictions, Wind Tunnel Gallery, Pasadena  
2010 - MATTER - New Wight Gallery, UCLA

### B. PERMANENT COLLECTIONS

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2010 - Art in the Senate - Murphy Hall, UCLA (*permanent*)  
2008 - Center for the Study of Political Graphics, USC (*permanent*)

### C. GROUP EXHIBITIONS

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2011 - CHEERS, Wind Tunnel Gallery, Pasadena  
2011 - View Source - Think Tank Gallery  
2011 - Impractically, Practical - Broadway, Los Angeles  
2011 - MADE UP: Design's Fictions, Wind Tunnel Gallery, Pasadena  
2011 - In/Conclusions - Wind Tunnel Gallery, Pasadena  
2011 - Moving Beyond Cars - A&D Museum, Los Angeles  
2011 - 4 Hours Solid, ACCD South Campus, Pasadena  
2011 - OFFWORLD - New Wight, Los Angeles  
2010 - IRL: In Real Life - EDA, Los Angeles  
2010 - MATTER - New Wight Gallery, UCLA  
2009 - WE ARE\_ - New Wight Gallery, Los Angeles  
2008 - Then + Now: Activate LA - EDA, Los Angeles  
2008 - Blue Morph - Fringe Gallery, Los Angeles  
2006 - Monumento: 872, China Town, Los Angeles  
2006 - MXD.MSSGS - New Wight, Los Angeles

## SELECT AWARDS

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2011 - Thesis Scholarship, Art Center College of Design  
2011 - Nominee, The Webby Awards  
2011 - Finalist, AnnoBooks Design Annual, Australia  
2010 - Official Honoree, The CSS Awards  
2010 - Merit Scholarship, Art Center College of Design  
2010 - Chancellor's Service Award, UCLA  
2010 - Dean's Honors List, UCLA  
2009 - Acknowledged Impostor, The Yes Men  
2009 - 1st Place, Dwell / CoolCapitals Live Design Competition  
2009 - 2nd Place, NSAC Regional competition  
2009 - AT&T Choice award, UCLA Campus Movie Fest