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DELIVERING STORIES THAT PRODUCE RESULTS

A PLAYBOOK GUIDE ABOUT WORKING TOGETHER.

Who I Am. What I Do & How I Do It.



WHAT PEOPLE SAY, **MATTERS.**

A brand is defined by its' audience. And what those individuals express about that company or organization carries real significance. These **brand perceptions** are directly controlled by the experience and messages a company delivers to its customers. This platform of **experience is where a company creates a foundation** on to which real business value can be built.

THE BEST STORIES MAKE LOYAL CUSTOMERS ... AND WINNING COMPANIES



Apple has the loyalist of customers, compared to other technology companies. Apple fans are the most loyal with 76% of existing customers saying they plan to stick with the iPhone.



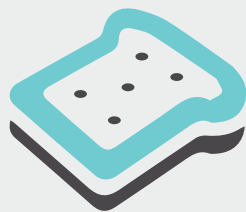
Dunkin' Donuts has more repeat coffee drinkers than Starbucks. Dunkin' was able to pull off four consecutive years of being number one in customer loyalty in the coffee category.



The Yankees have one of the strongest sports brands in history, thanks to a great franchise history and story. They have consistently remained #1 on sports fan or loyalty indexes.

WE REMEMBER A GREAT STORY.

It's in our DNA to tell stories, look at the cave-man's writings on the wall. There's also scientific proof that by telling an emotional story, greater areas of the mind are activated. Stories increase the overall operations of the brain, and it ultimately makes us remember.



In 1748, the British politician and aristocrat John Montagu, the 4th Earl of Sandwich used a lot of his free time for playing cards. One of the problems he had was that he greatly enjoyed eating a snack, whilst still keeping one hand free for the cards.

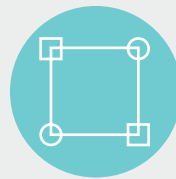
So he came up with the idea to eat beef between slices of toast, which would allow him to finally eat and play cards at the same time. Eating his newly invented “sandwich”, the name for 2 slices of bread with meat in between, became one of the most popular meal inventions in the western world.

You'll think about this next time you eat a sandwich.

CONTROLLED THROUGH **DE-**

SIGN. **Controlled Through Design** is about identifying the most important goals to achieve for a business, then applying an emotional, storytelling strategy through design based methodology and execution. This means communicating through effective visuals channels, broadcasting a continuous brand message and maintaining a positive user experience.

HEY,
HAVE YOU
TRIED THIS?



Visual
Design



Web & Digital
Development



Analysis &
Strategy

WORK WITH ME **FOR FREE.**

One of the most important parts of my professional life is a continued contribution to my community, both locally and beyond. I believe emotion sparks action, and with action there is change. Each year I select an organization that believes in positive, beneficial change for the local community or environment. My obligation is to provide branding, advertising and communication assets in order to support this organization's objectives and achieve their goals. This means any and all of my capabilities...**FOR FREE.**



“THOSE WHO ARE HAPPIEST ARE THOSE WHO DO THE MOST FOR OTHERS.” — Booker T. Washington, *Up from Slavery*

I WORK WITH **GENUINE** PEOPLE

My clients and employers are typically like me. They are passionate. They are committed. They love to learn and to grow. But most of all, they are **true to themselves**. This means we pay it forward, make commitments at market value and give whenever we can.

ALIGNING BUSINESS PURPOSE WITH
HUMAN EXPERIENCE IS PARAMOUNT.

CAPABILITIES

- **Creative/Artistic Direction**
- **Branding & Identity Creation**
- **UX/UI Strategy**
- **Photography & Video**
- **Web Development**
- **Product Design**
- **Motion Design**
- **Account/Project Management**



LET'S GET OUR **STORIES** STRAIGHT...

Whether you need a t-shirt design for a charity event, an eCommerce website that responds to physical inventory, or an audit of your customers' user experience, **I have the background and capabilities to accomplish the task.** My knowledge and faculties will provide a masterful talent and amiable vigor to your business; always delivered with gentlemanly civility.

I've been designing user experiences and touchpoints across all platforms and marketing channels for close to ten years. Every position I've held, whether it be designer, developer or director has curated my abilities to suit this role.