

Matthew Bednarik

Tokyo, JAPAN
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EDUCATION

Rutgers University 2001-2005
B.A. (With Honors) in Fine Arts
with Graphic Design and
Photography concentrations

LANGUAGES

EN: Native Speaker
JP: Advanced (N2 equiv.)
Code: CSS/HTML, PHP, MySQL

SKILLS

Creative Direction & Branding:

- Taught Design Thinking and Integrated Design Processes
- Defined and established Brand Guidelines and held Global Training Sessions
- Guided organizations through global rebranding

Education & Leadership:

- Trained and led multicultural creative team members across the world to first learn and then grow together with brands
- Led internship and in-house training and mentorship programs in agency and corporate environments
- Taught 300+ students over the course of 6 years, including individual goal setting, group work, evaluations, and creative portfolio development

Design:

- Expert across Print, Web, Motion, Environmental, and New Media output channels
- Deep knowledge of print production techniques including bookmaking, packaging (product and FMCG), bookbinding, and specialty print processes
- Web experience includes responsive design approach and back-end CMS development
- Industry standard software and experience integrating AI tools into the creative process

Photography & Videography:

- Expert with Digital, 35mm, Medium, and Large Format camera equipment
- Natural and Studio lighting for advertising, events, fashion, portraiture, product, and sports
- Deep knowledge of production, workflow, DAM systems, archival, color management, retouching
- Non-Linear editing environments, media authoring, and video compression best practices

Creative problem solver, educator, and photographer with over 20 years of experience across agency, studio, in-house, and teaching roles. Based in Japan for the past 16 years as a creative conduit bridging cultures, leading global creative efforts for Japanese companies to connect with international audiences, and conversely for Global brands aiming to engage Japan's unique market.

EXPERIENCE

AMAZON 2021 - PRESENT

ART DIRECTOR, AMAZON DEVICES JP

Creative lead responsible for concept development, planning, and implementation of online and offline product launch materials, general promotions, offline retail experience (displays, packaging), PR events, and overall brand stewardship of Amazon Devices for the Japan market.

UNIQLO (FAST RETAILING) 2013 - 2021

ART DIRECTOR, GLOBAL CREATIVE LAB

Directly responsible for concept development, planning, and implementation of global new store opening creative, including the company's market launches in Barcelona and Amsterdam. Oversaw creative output for Europe, Russia, and Japan markets, including store openings and support in Paris, Berlin, Moscow, St. Petersburg, Tokyo, Osaka, and Kyoto. Managed creative for the UTGP design competition over six consecutive years. Global creative output included in-house branding, logo design, packaging, in-store fixtures and promotion systems, book design, leaflets, public relations comms, events, and gift materials, and direction for select campaign photoshoots.

GDLOFT 2005 - 2009

ART DIRECTOR

Art Director and Photographer responsible for concept and execution of both design and photography assignments for a range of cultural, education, and nonprofit clients. Direct involvement with clients from concept proposal to vendor relations for project production.

160over90 2004 - 2008

ART DIRECTOR

Responsible for projects from concept through production stages. Art direction, photography, and production for photoshoots held both in-house and on location. Established the agency's in-house photography studio and managed the internship program for the creative department.

TEACHING EXPERIENCE

Shillington School of Graphic Design 09/2012 - 06/2013

Lecturer responsible for team teaching the full-time courses at the NYC campus. Over a three month course, students are prepared to enter the design field through an intensive, brief centric curriculum. Instructed design fundamentals alongside software and production demos, developing both conceptual thinking and craftsmanship.

Kagoshima Prefecture Board of Education 07/2009 - 07/2012

Worked within the Japanese school system as an English Teacher and Cultural Ambassador for three high schools in Kagoshima, Japan. Duties included language instruction, lesson planning, lectures, test preparation, club activities, and cultural exchange. Also responsible for the design, photography, and production of promotional materials, creating an archive of content spanning three years.

The University of the Arts 01/2009 - 07/2009

Taught *Electronic Media and Production*, a 16 week course over which students gain a technical foundation in all major hardware and software applications, along with best practices related to the field of design.

Shillington School of Graphic Design 05/2008 - 08/2008

Instructed *Introduction to Computer Graphics*, a summer session where students learned design fundamentals and their practical applications via Adobe software.

EXHIBITIONS, AWARDS & RECOGNITION

Group and Solo exhibitions in the U.S. and Japan. Awarded for design projects including: BRAIN magazine, Graphis Poster Annual (Gold), Print Magazine, Comm. Arts, ADC Philadelphia (Silver, Packaging Design).

FURTHER REFERENCES AVAILABLE UPON REQUEST