

Matthew Mohr

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E-commerce design, marketing & management. – As a Parsons educated designer and technologist, I improve sales by redesigning or updating the e-commerce presence of an established company, and efficiently manage its ongoing operations. This includes online marketing, email newsletters, tracking sales and increasing conversions.

As a manager, I am capable of doing much of the work, which ensures experienced guidance and realistic project results. I prefer to work directly for a brand to better understand the company's products, goals and its customers.

PERTINENT HISTORY

- 9/08 – PRESENT **Rao's Specialty Foods, Inc.** – Director of Ecommerce – Manhattan
- 11/07 – 9/08 **Norma Kamali, Inc.** – Director of Ecommerce – Manhattan
- 7/07 – 10/07 **Bloomingdale's Direct** – Art Director (contract position) – Manhattan
- 10/04 – 7/07 **Ops Divina** – Creative Director & Senior Web Designer – Manhattan
Significant clients include:
Newsweek Magazine
Budget Travel Magazine
Minwax Wood Finishing Products
The Multiple Sclerosis Research Center of New York
- 4/04 – 11/04 **Samsung Brand Showcase, Welcome Experience** – Creative Director – Manhattan
Interactive installation at Time-Warner Center
- 1/02 – 5/04 **Parsons School of Design** – Adjunct Professor
DesignLab 5.1 (BFA Fall 2003)
Interface Studio (BFA Spring 2003)
Advanced Web Design (BFA Fall 2002),
Parsons Youth Academy (Spring 2004).
- 5/99 – 8/01 **Zin Technologies / NASA** – Senior Web & Print – Cleveland, Ohio
- 11/95 – 5/99 **Millennial Web** – Owner/Designer – Cleveland, Ohio
Independent Contractor to AT&T

EDUCATION/ACADEMIA

- 8/01 – 5/03 **Parsons School of Design** – Master of Fine Arts in Design & Technology
- 8/86 – 5/90 **Bowling Green State University** – Bachelor of Fine Arts in Graphic Design

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AWARDS/ENGAGEMENTS

- 2004 **SIGGRAPH, Emerging Technologies** – presented ‘Spatial Narrative’ to 27,825 attendees over an annual five day computer arts and interactivity festival. Los Angeles, August 8-12
- 2004 APRIL ISSUE **RES Magazine: Who’s Now/Who’s Next** – featured in new talent section, one of ten designers
- 2003, 2004 **Guest Speaker** – Parsons Youth Academy, EWA Orientation, TKNY Compact-Impact
- 2000 **Silver Addy Award** - CD cover, Rosaveit – “Transistor Blues” (alt-country rock)

E-COMMERCE SKILLS:

All skills listed are at a professional level. Expert and limited skill levels are noted. Please call or write for more information or to request a demonstration of my abilities.

DESIGN & DEVELOPMENT

- + expert in interface design and wireframe production
- + strong working knowledge of e-commerce platforms
- + solid understanding of the entire fulfillment process
- + expert in HTML, CSS, light programming (PHP, ASP, Javascript) and limited Flash experience
- + site build project management
- + able to direct product photography specifically for use on the web
- + implement real-time inventory management with brick and mortar operations
- + will train support staff and customer service

SITE MANAGEMENT

- + system management: add/modify inventory, process/modify orders, add/remove specials
- + maintain and update mailing lists
- + Google Analytics (limited)
- + A/B & multivariate testing
- + cross-sells & upsells modified via-sales
- + SEO (limited)
- + usability testing via ClickTale
- + adding product images to Google via Google Base
- + P & L statements (limited)

MARKETING

- + design and content for email newsletters
- + coordinate campaigns with catalog/ad development
- + coordinate Adwords/PPC and banner advertising
- + tracking conversion rates
- + copywriting skills
- + press releases (limited)
- + Facebook advertising & maintenance
- + create blogs & microsites which drive traffic

PRINT CAPABILITIES

- + expert in Photoshop, Illustrator and InDesign
- + creative direction
- + catalog & ad production
- + brand identity (limited)
- + product photography (limited)
- + good typography skills

Please visit my web portfolio: matthewmohr.com

References upon Request