

Matthew D. Jensen

CREATIVE DIRECTOR

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EXPERIENCE

Natron Baxter
Applied Gaming 10.09 to Present natronbaxter.com
co-founder & creative director

Meaningful, user-centric, game-inspired solutions for organizations large and small. Clients include the World Bank, GE, the New York Public Library, Hallmark, and the American Heart Association.

Gameful 08.10 to Present gameful.org
co-founder & art director

Unapologetic Creative 05.00 to Present babyimsorry.com
freelance creative director

Unapologetic concept, game design and copywriting services with a bent. Clients include Crate Amps, Ernst & Young, and Engage Software.

Roundarch 08.09 to 11.10 roundarch.com
associate creative director

Responsibilities included interface design, interaction design and user experience planning. Clients included Sears, Aon, and HBO.

RIVET Global 03.08 to 02.09 rivetglobal.com
associate creative director- interactive

Responsibilities included creative direction, promotional strategy, team coordination, strengthening interactive presence, supporting recruitment efforts. Clients included Pabst Blue Ribbon, GlaxoSmithKline, Splenda, and Dreyer's / Edy's.

bigwidesky, Inc. 12.03 to 10.07 bigwidesky.com
creative director

Responsibilities included proposal & pitch development, collaborative concepting, user experience development, small team management, creative & art direction, storytelling, and production oversight. Clients included Monsanto, the St. Louis Rams, SeaPak Shrimp Co., and Sigma-Aldrich.

Integrity 02.04 to 02.06 / 10.07 to 03.08 chooseintegrity.com
art director / lead creative

Responsibilities included brand development, web & print design, process illustration, content development, usability testing, and various production duties. Clients included WebMD / Emdeon, Lexus, and SBPA / Sungard.

Third Eye Media 10.01 to 02.04 thirdeyemedia.net
creative director

Responsibilities included web & print design, CD packaging, photography, and copywriting. Clients included Winchester, The Foss Group, and the Downtown St. Louis Partnership.

Impact Worldwide 08.00 to 10.01 eimpactusa.com
designer / illustrator

Responsibilities included promotional planning, print design, and headline.

EDUCATION

Drake University 08.96 to 05.00 drake.edu
journalism & mass comm.

U. of Melbourne 01.99 to 06.99 unimelb.edu.au
cultural studies

