



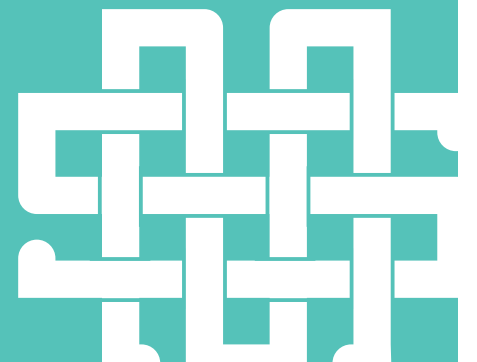
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DELIVERING STORIES THAT PRODUCE RESULTS

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 to build business value.

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.



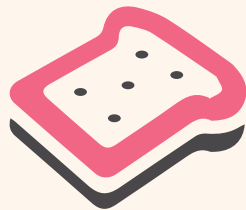
Dunkin' Donuts has more repeat coffee drinkers than Starbucks. Dunkin' was able to pull off four consecutive years of being number one in customer loyalty in the coffee category.



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.

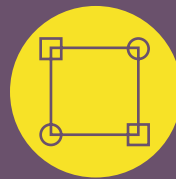
You'll think about this next time you eat a sandwich.

CONTROLLED THROUGH **DE-**

SIGN.

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

**Have you
tried this
approach?**



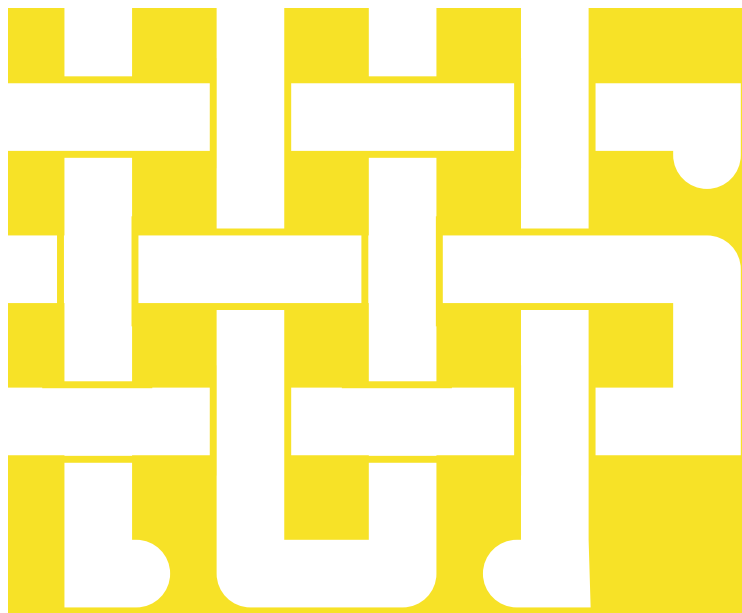
**Visual
Design**



**Product
Development**



**Analysis &
Strategy**



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 products 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.