

# Matthew Liebl

Interactive designer and developer with over 10 years of experience in digital media and online advertising, specializing in the creation of rich media and playable ads

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## EXPERIENCE

### **Playwire Media**, Florida — *Sr. Interactive Developer, Creative Services*

December 2023 - Present

- Lead the development of new and innovative ad formats, establishing design guidelines and specs for ad products
- Participate in creative kick-off calls with the internal sales team and clients to coordinate production timelines, establish deliverables, and answer custom creative questions
- Assist in the training and development of Jr. Interactive Developers

### **Playwire Media**, Florida — *Interactive Developer, Creative Services*

January 2021 - December 2023

- Designed and developed custom, rich media ad units for integration across Playwire's network of sites, including interactive videos, site takeovers, in-app playable interstitials, first-to-market executions, and more
- Built interactive/playable ad units to run in iOS/Android apps
- Took custom ad executions from concept to launch while making design and functionality revisions as necessary
- Collaborated with the internal sales team to create proof of concepts and developed prototype mocks for future digital ad campaigns
- Worked with third-party publishers to customize and deliver assets for in-game ad campaigns in Fortnite, Roblox, etc.

### **Playwire Media**, Florida — *Interactive Designer, Creative Services*

January 2018 - January 2021

- Collaborated with the creative team to brainstorm and design ad campaigns for global brands such as McDonald's, LEGO, Hasbro, and Pokemon
- Designed rich media ad units for web and interactive media
- Created mocks and prototypes for the internal sales team
- Produced sales and marketing materials including website graphics, sales and campaign wrap-up decks, event collateral

## SKILLS

Rich Media Ad Development

Graphic Design

Game Design

Video Production

Content Creation

## SOFTWARE & CODING

Adobe Creative Suite

(Photoshop, Illustrator, Premiere, and After Effects)

Celtra Ad Builder

Phaser HTML5 Framework

HTML, CSS, and JavaScript

## REFERENCES

**Michael Meredith**

Design Manager of Social, CBS  
(561) 703-2567

**Michael Splechta**

Jr. Developer, Playwire Media  
(561) 703-2567

**Jonathan Trevisani**

VP of Ad Ops, Playwire Media  
(954) 812-9220

## EDUCATION

**University of Central Florida**

Bachelor of Arts in Digital Media  
- Interactive Systems