Matthew Liebl

Product Designer (Ads & Interactive Experiences) with 10+ years of experience designing consumer-facing advertising products, rich media, and interactive experiences across web, mobile, and in-app platforms.

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EXPERIENCE

Playwire Media, Florida — *Product Designer/Interactive Developer, Creative Services*

January 2022 - Present

- Designed and shipped consumer-facing advertising experiences that feel native to publisher platforms, balancing user intent, advertiser goals, and technical constraints.
- Led end-to-end design of interactive ad products including shoppable video, in-app playable interstitials, and site takeovers across desktop, mobile, and in-app environments.
- Explored and iterated on complex, ambiguous ad concepts, using performance feedback and stakeholder input to refine engagement, usability, and storytelling.
- Partnered cross-functionally with sales, engineering, ad ops, and clients to define scope, align on trade-offs, and deliver high-quality design solutions.
- Created interactive prototypes and proof-of-concepts to test new ad formats and unlock new revenue opportunities.

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

January 2019 - January 2022

- Designed rich media advertising products for global consumer brands including McDonald's, LEGO, Hasbro, and Pokémon.
- Produced design concepts, wireframes, and interactive prototypes to communicate ideas internally and externally.
- Supported sales storytelling by translating advertiser goals into engaging, user-centered ad experiences.

Playwire Media, Florida — *Video Producer, Creative Services*

November 2016 - January 2019

- Produced editorial and promotional video content with a focus on storytelling, pacing, and user engagement.
- Collaborated with creative and marketing partners to deliver content optimized for digital distribution.

CORE SKILLS

Product Design (Ads & Consumer Experiences)

Interaction & Visual Design

Prototyping & Concept Exploration

Cross-Functional Collaboration

TOOLS & TECHNOLOGIES

Adobe Creative Suite (Photoshop, Illustrator, Premiere, and After Effects)

Celtra Ad Builder

Figma

HTML, CSS, and JavaScript

Motion & Interactive Prototyping

REFERENCES

Michael Meredith
Design Manager of Social, CBS
(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