

MATT ORDESHOOK



Creative Problem Solver

Strategic creative that fuses craft with problem solving. Videography, animation, design, video, and social, from one multifaceted artist with a strong grasp of technology.

BRAND HORIZON VISIONARY.

Nearly thirty years building brands across newsrooms, global agencies, and founder-led startups. Campaign systems for BMW, Audi, Range Rover, Toyota, and Ford. Agency work at TBWA\Chiat\Day, Ogilvy, and David & Goliath, on Disney, Cisco, and Wells Fargo. The throughline never changed: help a brand tell the best version of its story, and sell.



CONTENT CREATIVE

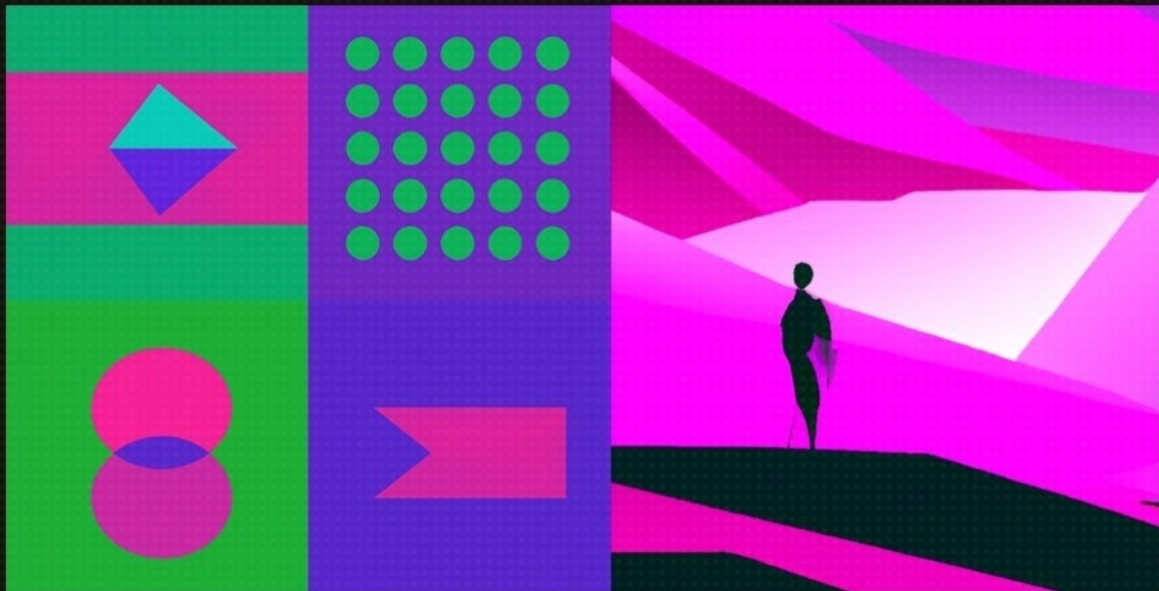
Sell or else. Think like an entrepreneur. Disrupt like a pirate. Visionary that treats creativity as a problem-solving journey.





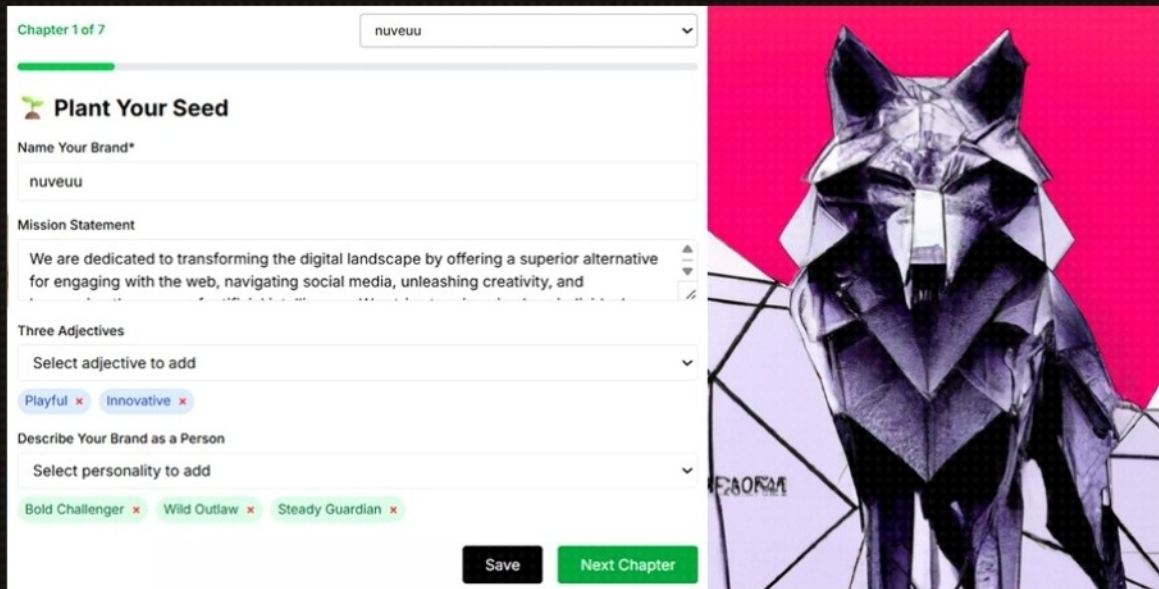
NUVEUU BRANDING AI SYSTEM

Nuveuu is an advanced branding system designed to define a brand's voice, visual identity, strategy, and operating rules. The platform transforms those systems into actionable creative tools, helping individuals and organizations develop stronger ideas, produce more effective content, and build intelligent brand ecosystems.



01

NUVEUU BRANDING ELEMENTS



02

NUVEUU BRANDING BOOK APP

SHATTERED IMPRESSIONS LA

Shattered Impressions LA was a multidisciplinary creative event designed to bring together artists, influencers, mental health advocates, brands, and creators through fashion, art, conversation, and live experiences. The event featured seven artists, multiple influencers, fashion models, makeup artists, stylists, and immersive creative activations designed to foster collaboration and community.





MATT ORDESHOOK

PORTFOLIO 2026 | EVENT BRANDING

SHATTERED IMPRESSIONS LA

Event development included concept creation, branding, production planning, social campaigns, creative direction, talent coordination, experiential design, photography, and live content creation. The goal was to create memorable experiences that connected brands, creatives, and audiences in authentic ways.

EXHIBIT • LIVE PHOTO SHOOT • IMMERSIVE PERFORMANCE
ART • GRAPHY • SILENT AUCTION • MAY 25TH 7-10PM
TRANSFORMATIVE INSTALLATION • COLLAGE • EXHIBIT
PHOTO SHOOT • IMMERSIVE PERFORMANCE
RSVP SHATTEREDIMPRESSIONSLA.COM



ARTISTS & PERFORMERS:

LADA EGOROVA
HONEY (HANNAH)
ANGELA TODARO
MATT ORDESHOOK
ELENA KLEPATSKAYA
NATHALIE ALLEN
ANGELIQUE CERNIGLIA
AMANDA KINDT
FAITH JARAMILLO
JULYAH ROSE

ALSO

STARS OF HOPE®
80S & 90S MOOD MIX
LIVE PHOTO SHOTS
IMMERSIVE PERFORMANCE

MODELS

OXXANA @OXX_____
LIV @LIVINBABYYYY
JESS @THEJESSADAMS
NATALY @NATALY__PASTERNAK
KAM @KAM_RUNN

SHATTERED IMPRESSIONS LA PRESENTS GALEWING

ALL SHE WANTS IS A GRACEFUL LIFE, ALL IT WANTS
IS TO ROB HER OF LOVE AND HUMANITY



NAMED ART BY: @MYSTRANGEHONEY
PHOTO BY: @VINTAGECHERRIES
MODEL: @ANGELA.TODARO



01

MENTAL HEALTH KNOWS NO BOUNDS

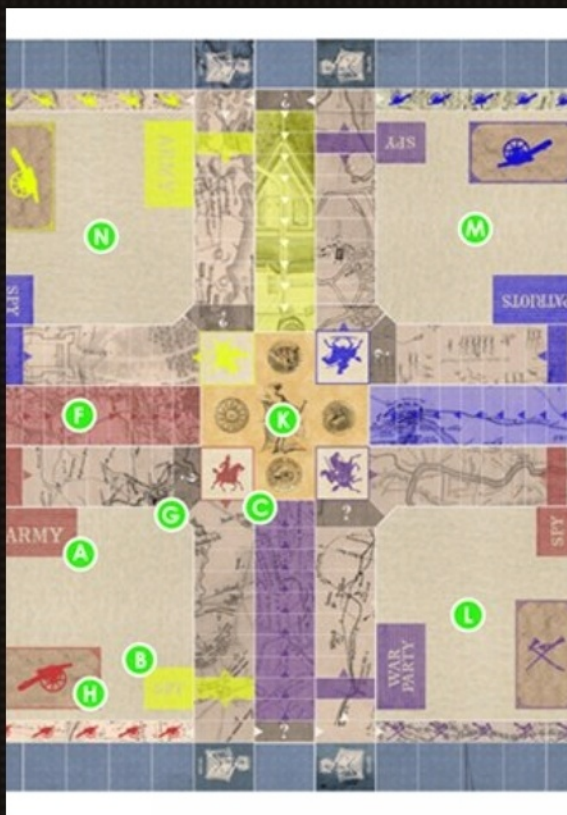
CITIZENS UPRISING BOARDGAME & PLATFORM

Citizens Uprising is a Revolutionary War strategy board game where players command armies, recruit spies, capture rivals, and fight for independence. The companion platform expands gameplay into a living colonial world featuring historical timelines, citizen profiles, tavern debates, AI-powered newspapers, and interactive voices from the American Revolution.



01

BOARD GAME 3D PRINTED GAME PIECES



02

BOARD GAME DESIGN 03



BOARD GAME AND GAME PIECE DESIGN

FASHION & EDITORIAL

Art direction, photography, and video for apparel and lifestyle brands. Natural light, real locations, and authentic storytelling. Dozens of shoots spanning lookbooks, campaigns, runway shows, e-commerce, social content, web experiences, and brand content designed to connect with audiences and strengthen brand identity.



01

STATE OF BLUE MENS FASHION



02

HOUSE OF SUSSEX FASHION



03

FASHION PLAZA OUT-OF-HOME

FASHION & EDITORIAL

Art direction spanning fashion editorials, brand storytelling, location scouting, casting, photography, and visual narrative development designed to create memorable brand experiences.



01

EDITORIAL • LOS ANGELES 02



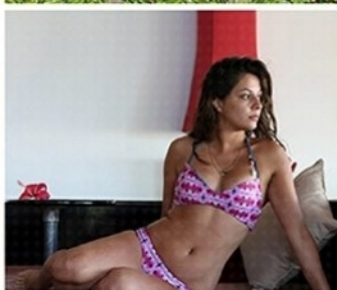
KNITWEAR • ROOFTOP

SWIMWEAR & TRAVEL

Location shoots from Fiji and beyond. Swimwear, resort, and editorial campaigns shot in available light.



01 SWIMWEAR • FIJI



02 ENVY • RESORT



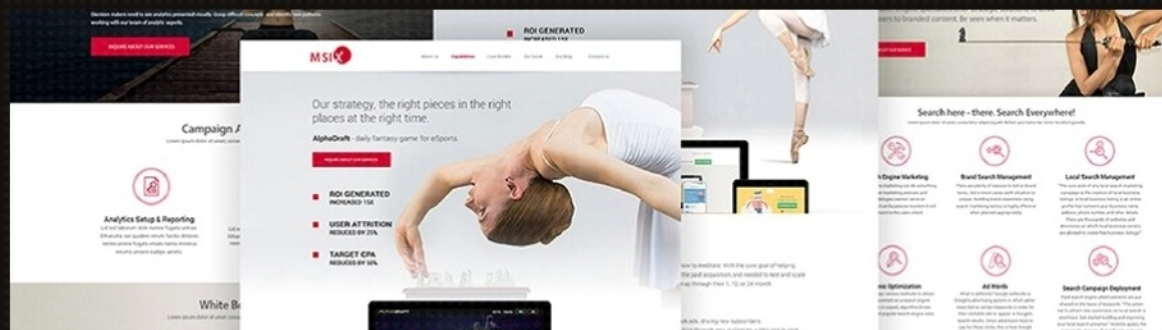
03 SWIM • PALM SHADOWS



04 RESORT & COVER-UPS

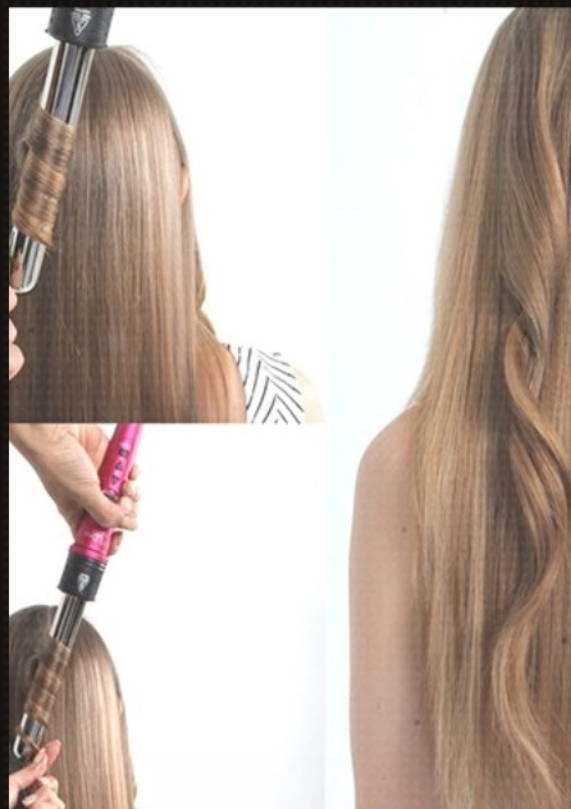
BRAND, WEB & DIGITAL

Branding begins with research, analysis, market positioning, and strategic definition. From there, brand systems, voice frameworks, visual identities, and brand books are developed to guide every aspect of communication. The final phase brings those systems to life through creative direction, content production, campaigns, and experiences designed to shape both identity and conversation.



01

MSIX • WEB & PHOTOGRAPHY



02

NUME HOW TO VIDEO TUTORIAL

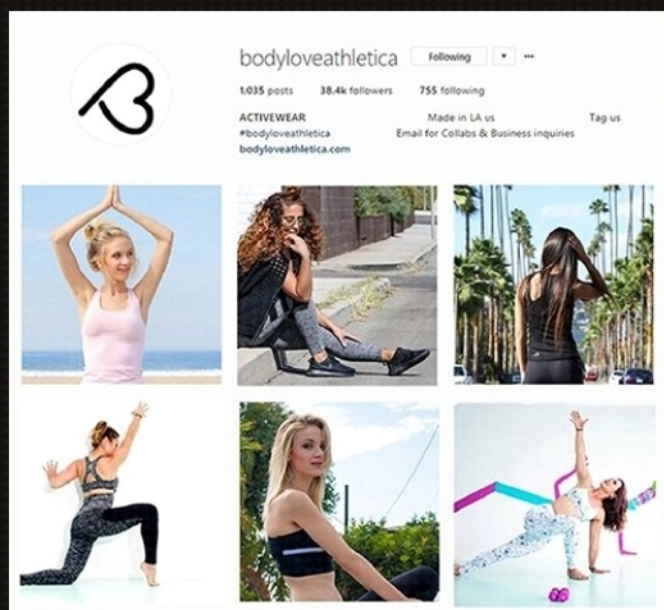


03

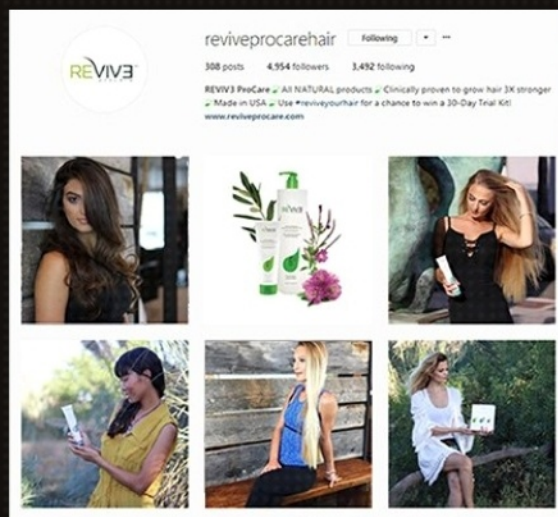
REVIVE BRANDING AND ONLINE IDENTITY

SOCIAL MEDIA

I collaborate with owners, creators, and influencers to launch startups, using video and photography to elevate their brands and build engagement.



Above: As a photographer and videographer, I created web, blog, and social media content for Body Love Athletica.



Above: As a photographer and videographer, I created web, blog, and social media content for Revive ProCare Hair.

SOCIAL MEDIA

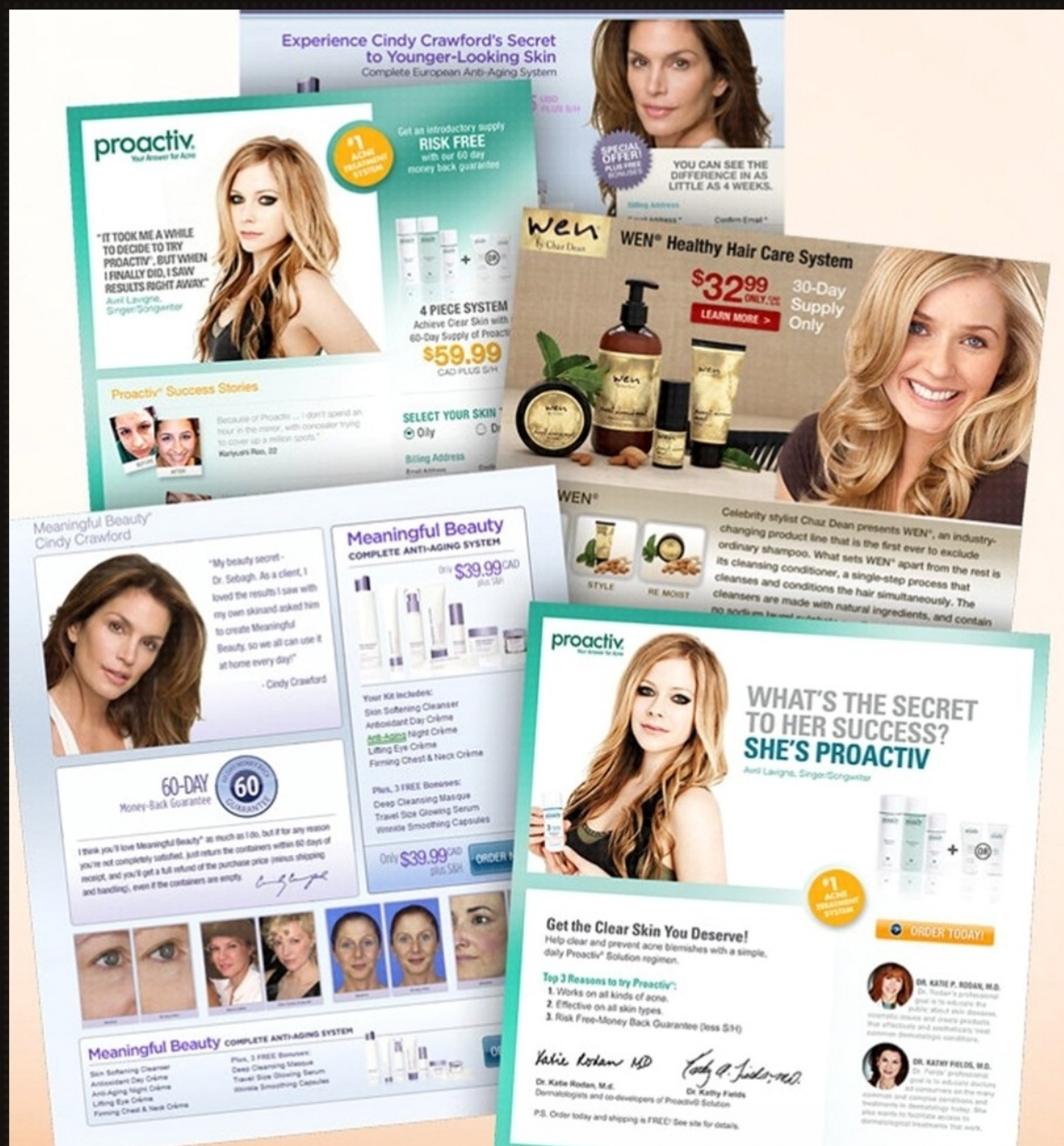
As a Social Media Creative Director, I work with writers, creators, and influencers to make content that interrupts the noise and shifts the online conversation. Being highly hands-on, I also design and craft the content myself.



Above: Two campaigns: one for an energy drink and another for a healthy cereal. I handled every aspect of the creative thinking, photography, and Photoshop design to transform standard product imagery into memorable storytelling. Both campaigns turn simple visuals into engaging content that drives audience interaction.

BEAUTY & DIRECT RESPONSE

Creative development and performance marketing support for leading direct-to-consumer beauty brands including Meaningful Beauty with Cindy Crawford, WEN Haircare by Chaz Dean, and Proactiv. Work included campaign development, ecommerce experiences, creative testing, digital assets, brand storytelling, and conversion-focused content.



03 WEN • CHAZ DEAN

04 PHYSICIANS FORMULA

BEAUTY

Years inside beauty, fashion, and women-led brands including Eileen Fisher, House of Sussex with Susie Coelho, Meaningful Beauty with Cindy Crawford, and Runway Rogue founded by Patricia Hartmann. Additional work includes WEN Haircare, Proactiv, and footwear brand Pella Moda. I shoot beauty, fashion, lifestyle, and product work for brands built around how they make people feel.



01

BEAUTY • MILK BATH 02



NATURAL LIGHT • EDITORIAL

RUNWAY ROGUE

Cosmetics for the color line founded by supermodel Patricia Hartmann. Product photography and seasonal campaigns with a bold, glamorous edge.



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Cosmetics for the color line founded by supermodel Patricia Hartmann. Product photography and seasonal campaigns with a bold, glamorous edge.



SITEWIDE HOLIDAY SALE

**BUY ONE
GET ONE
50% OFF**

USE CODE BOGO50

HURRY WHILE SUPPLIES LAST
SALE ENDS DECEMBER 16, 2018



SITEWIDE HOLIDAY SALE

**BUY ONE
GET ONE
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HURRY WHILE SUPPLIES LAST
SALE ENDS DECEMBER 16, 2018

CATALOG & E-COMMERCE

Print catalogs and conversion-focused storefronts. Editorial polish that still sells.



01 PRINT CATALOG DESIGN



02 BEHIND THE SCENES PHOTOGRAPHY



03

PRODUCT VISUALIZATION & PHOTOSHOP ILLUSTRATION

CATALOG & E-COMMERCE

I directed a team of makeup artists, hair stylists, photographers, and production designers. As creative director on the NuMe account, I created web and print material.

LAYOUT DESIGN • PHOTOGRAPHY • PHOTOSHOP • ECOMMERCE CREATIVE DEVELOPMENT



Summer Lifestyle Campaign



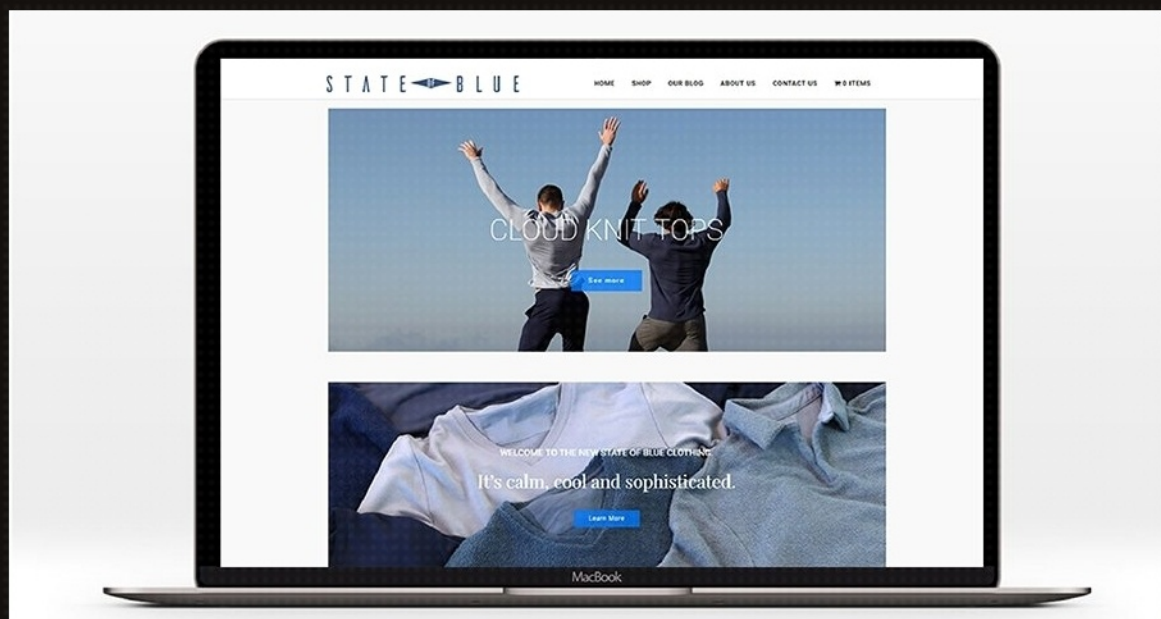
E-commerce Web Banner

STATE OF BLUE BRANDING & ECOMMERCE

Identity and a full WordPress storefront. Calm, cool, and sophisticated, from the wordmark to the product page.



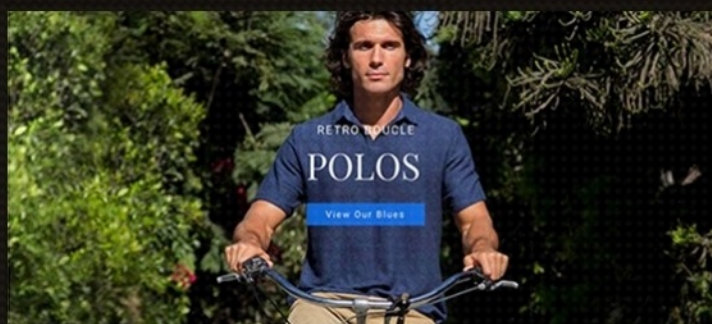
- 01 Brand Identity Design. The travel-inspired wordmark incorporates aviation imagery, with the directional triangle functioning as a navigational compass element.



- 02 Ecommerce design, development, and digital brand experience architecture.

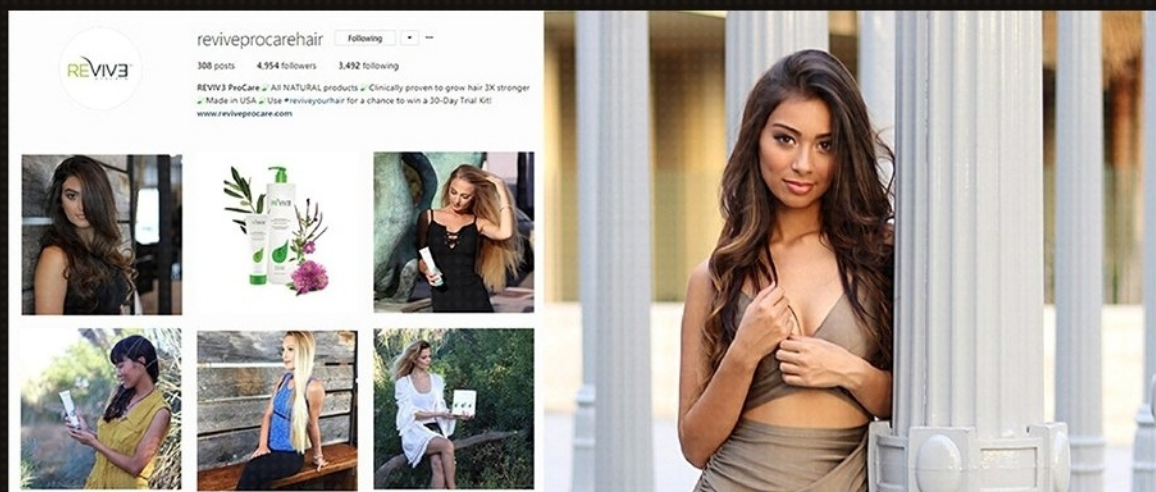
STATE OF BLUE

I partnered with the owners to establish their brand guidelines. As the lead photographer, I directed lifestyle, e-commerce, and web campaigns. I also managed the production process, including collaborating with models and shoot execution.



REVIVE PROCARE

A full brand system for a natural hair-care line. Packaging, catalog, social, and the science made beautiful.



01

SOCIAL • MODEL CASTING • PRODUCT PHOTOGRAPHY

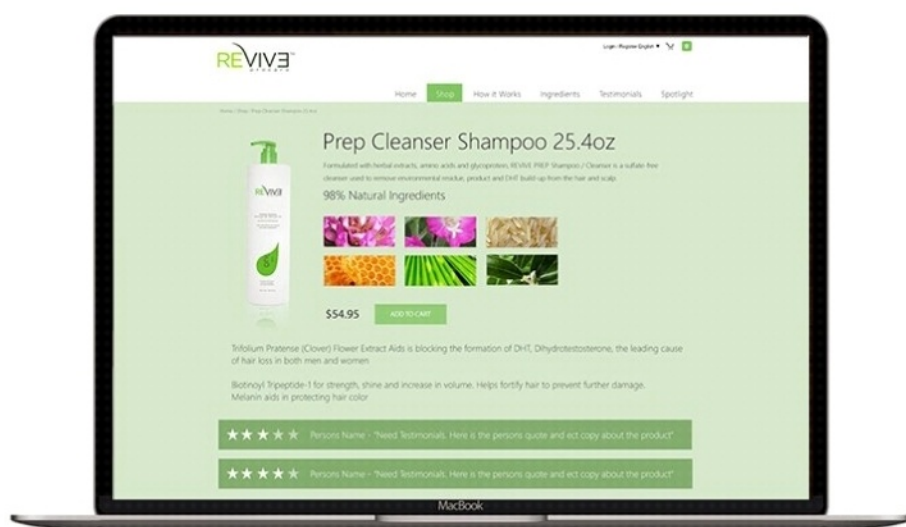


02

PRINT COLLATERAL • RETAIL • POINT-OF-PURCHASE

REVIVE PROCARE

A full brand system for a natural hair-care line. Packaging, catalog, social, and the science made beautiful.



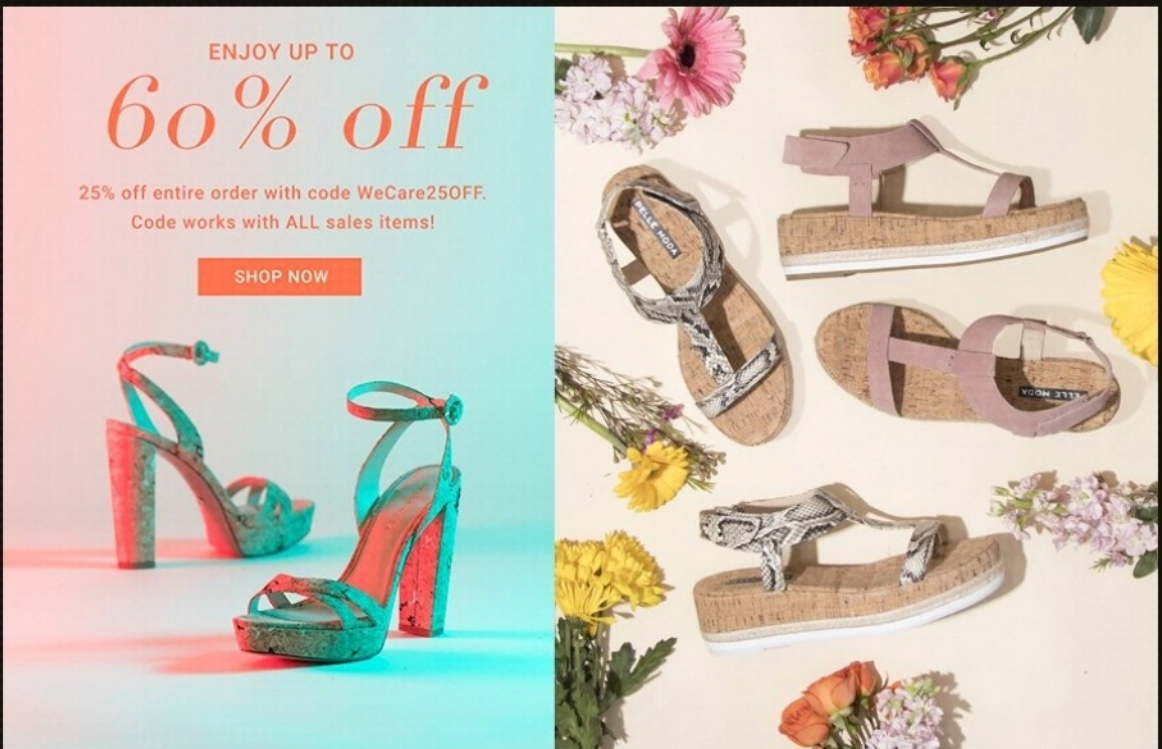


MATT ORDESHOOK

PORTFOLIO 2026 | FASHION BRANDING

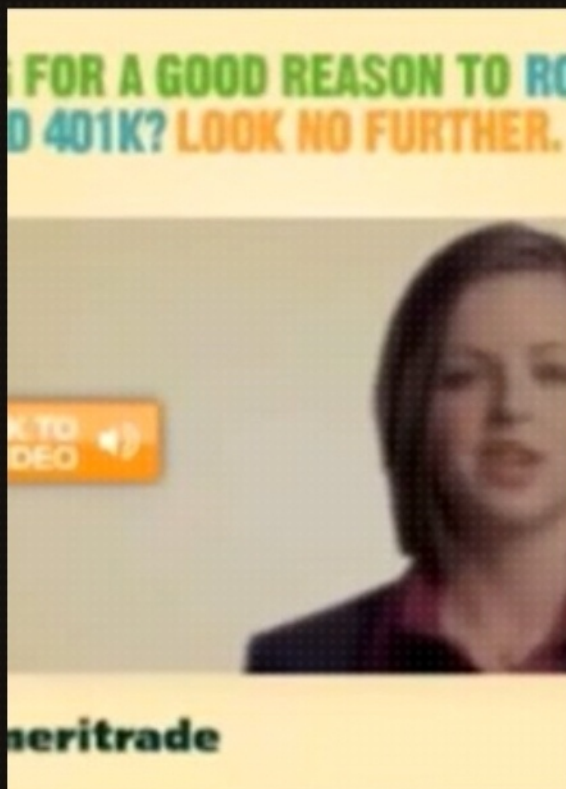
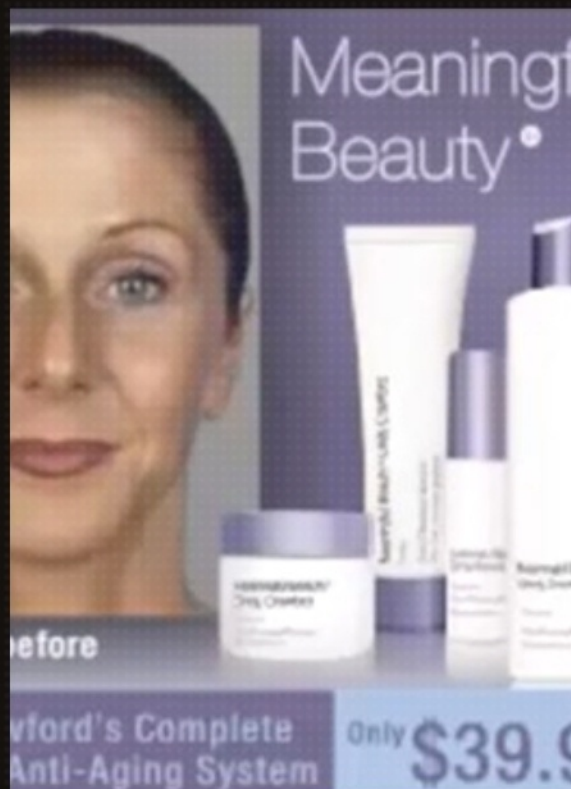
PELLE MODA

Footwear brand storytelling. Product photography, social, and seasonal.



ANIMATION & MOTION

Motion, video, and interactive. Product films, animated promotions, banner campaigns, and interactive experiences built to move.



Top: Banner for Holiday Sales on PeakPilates.com. **Bottom Left:** Meaningful Beauty before and after interactive banner. **Bottom Right:** Ameritrade video banner.



RESTURANT BRANDS

I partnered with restaurant owners to establish brand guidelines. Developed e-commerce sites that connected to point of sale systems. Photography & design.



MALKA BROTHERS
SPICE ROASTED MEDITERRANEAN

[TAKEOUT MENU](#) [INGREDIENTS](#) [DELIVERY](#) [CONTACT US](#) [ORDER TAKEOUT](#)



ADD TO CART

LAMB GYRO

Australian Grade A lamb, homemade tzatziki sauce, organic lettuce, tomato, cucumber, served on a fresh pita.



ADD TO CART

CHICKEN BOWL

Mary's Farm Free-Range chicken, homemade tahini and paprika sauce, organic lettuce, tomato, cucumbers, served also your choice of lettuce, Greek potatoes, or citrus rice.

\$10.00



ADD TO CART

CHICKEN PLATE

Served with a Greek salad, side of yogurt, your choice of Mediterranean Potatoes or Citrus Rice, Mary's Farm Free-Range Chicken.

\$12.00

\$12.00





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POSTMATES

Postmates



DOORDASH

DoorDash

UBER
eats

UberEats



ChowNow

ChowNow

caviar

Caviar



OUT OF HOME

Environmental and large-format design built to own a space. Brands at city scale.



01

GOPRO • METRO RAIL WRAP



02

NBC • 70TH EMMYS • RAIL

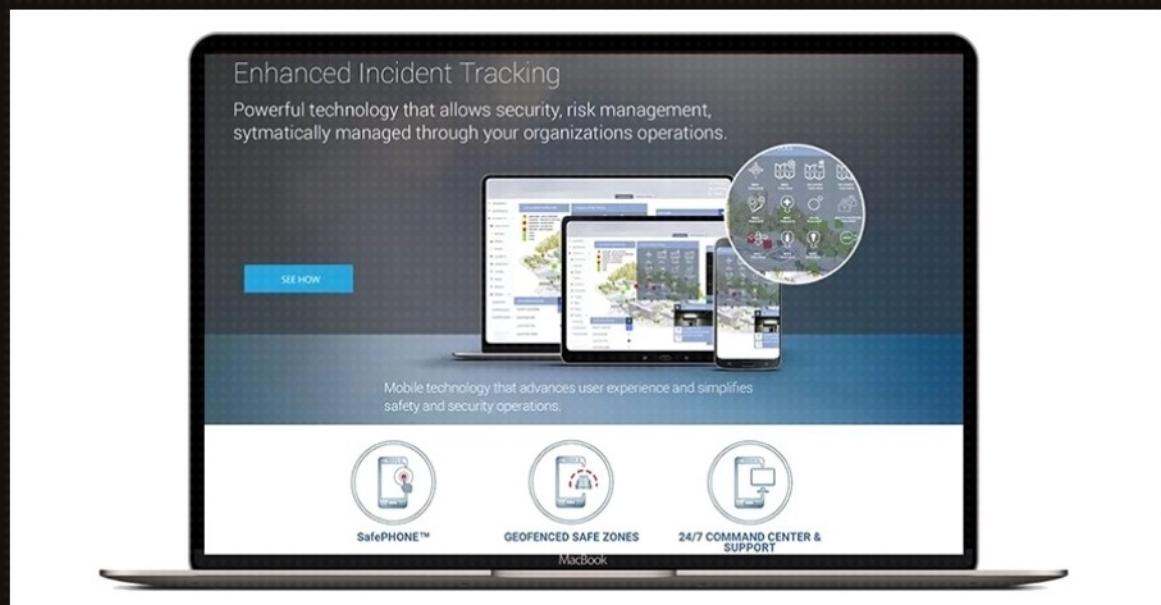


03

NBC • 70TH EMMYS • TRANSIT

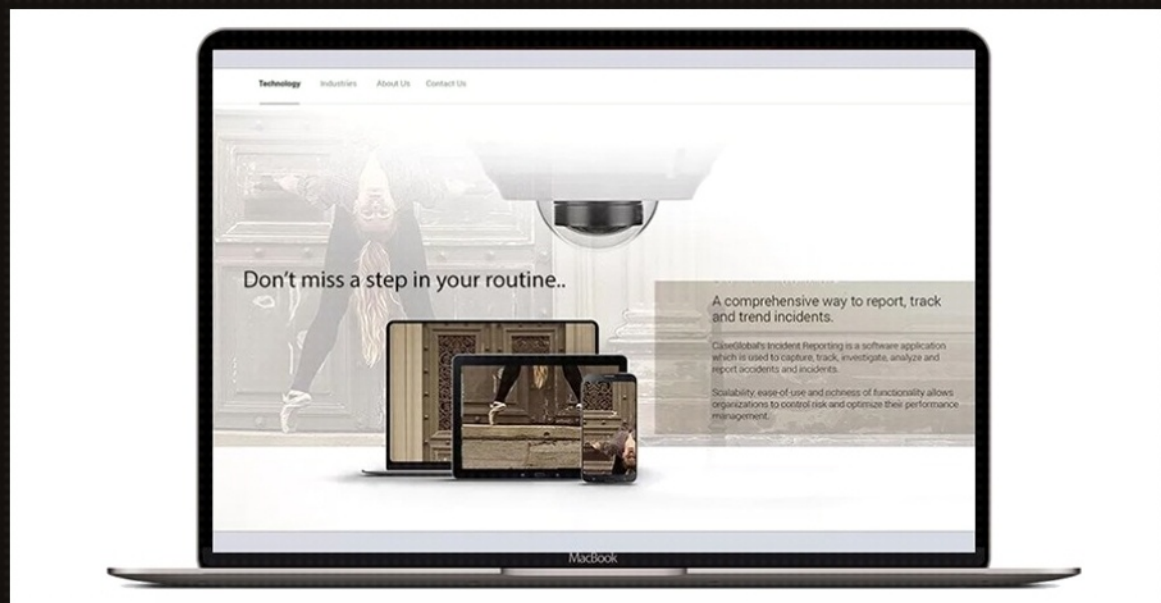
APP & INTERFACE

UX and interface design for safety and risk technology. Incident tracking, geofenced safe zones, and command-center tools.



01

SAFEPHONE • INCIDENT TRACKING



02

CASEGLOBAL • INCIDENT REPORTING

CASEALERT

Co-designed a campus emergency app with key stakeholders. The platform connected students, faculty, and security personnel. It delivered real-time alerts for critical threats.



Incident Reporting

A comprehensive way to report, track and trend incidents.

CaseGlobal's Incident Reporting is a software application which is used to capture, track, investigate, analyze and report accidents and incidents.

Scalability, ease-of-use and richness of functionality allows organizations to control risk and optimize their performance management.

Interactive Facility Maps

Fusce luctus est nec iaculis placerat. Sed quis justo id nunc tristique porta ut ut nisi. Pellentesque imperdiet.

Survivance Video Ingratiation

Fusce luctus est nec iaculis placerat. Sed quis justo id nunc tristique porta ut ut nisi. Pellentesque imperdiet.

Once Glance Status Menu Design

Fusce luctus est nec iaculis placerat. Sed quis justo id nunc tristique porta ut ut nisi.



DIGITIZED SAFETY SOLUTIONS

cloud based digital emergency response plan
is a digital emergency response plan which houses all of the companies critical crisis plans. This virtual folder is easily accessed by first responders, local security and employees.



WEB-BASED REPORTING

report, manage, and resolve incidents
Case Global's 100% web-based solution for incident tracking provides powerful tools to report, manage, and resolve incidents in a timely manner.



CCTV COMMAND CENTER

Easy to Customize

Total integration of security, safety and risk information. The center is operated by Case-Global personnel and is designed to assist your organization in expediting the communication of important safety, security and facility information.