



MATT WEBB
Graphic Designer/Art Director

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Qualifications

I have over a decade of experience working in a deadline-driven environment, and am comfortable dealing with clients, service providers, and my peers. I have maintained a freelance design practice since 2003, and currently work as a designer at the branding firm Up Inc. I hold a Bachelor of Design Honours degree from NSCAD University, and have studied at the Cooper Union in New York City. I am well organized, dedicated, resourceful, and professional.

Education

Bachelor of Design (Honors),
NSCAD University, Halifax

Exchange Semester,
Cooper Union, New York City

Design Foundation Certificate,
Grant Macewan, Edmonton

Employment

Designer, Up Inc.

At Up I work as a team member in a busy studio environment, producing material for print, web, and motion. I design collateral material for clients on 5 continents, and often deal with multiple languages. I work with my colleagues to create and implement mobile applications, advertising campaigns, and brand materials for clients in a variety of fields.

Graphic Designer, OCAD U Marketing & Communications

At the OCAD University I was responsible for the implementation of the university's graphic identity across all forms of media. I produced the university's printed recruitment and promotional materials (including the Annual Report and Viewbook), created graphics for web, and designed advertisements and promotional material. I also designed official documents such as the Capital Master Plan, and other reports submitted to various branches of the Ontario government. At OCAD U I was in charge of every aspect of the design process, including gathering competitive quotations, sourcing and overseeing production, invoicing and accounting, concept development, art direction and design.

Graphic Designer, K9 Design Company

My role at K9 consisted of layout and design, image preparation, research, and production, as well as editorial and identity design. At K9 I gained a thorough understanding of the print production workflow, pre-press, and project organization. During my time at K9 I became comfortable with tight turnarounds, and the project juggling that's expected in a busy studio.

Proficiencies

Mac & PC fluent
Adobe PhotoShop CS5
Adobe Illustrator CS5
Adobe InDesign CS5
Adobe After Effects CS5
Quark Xpress
Final Cut Studio
Letterpress
Screenprinting
Studio Photography
Digital Photography

Freelance Clients

Normals Welcome Records
Roast Records
The Juno Awards
NSCAD University
Seeds Gallery
HarrisonGoss Consultants
Cecktor Inc.
Framing Matters
Black Dot Promotions
Bulletproof Promotions