

Matthew Maiorano

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I care about delivering strong visual identity and meaningful user experiences.

EDUCATION

Sheridan College — *Honors Bachelor of Interaction Design*

OAKVILLE // SEPTEMBER 2016 - APRIL 2020

Design of interactive digital products, environments, systems and services to increase accessibility for all people. My thesis involved research in consumer and business trends with the goal of reaching untapped markets through thoughtful products.

EXPERIENCE

Plastk — *Design & Marketing Associate*

CALGARY, AB // FULL-TIME // SEPTEMBER 2022 - PRESENT

Managing the day-to-day design of the website, app, the card, emails, marketing collateral and other materials as required. Creating, designing and updating the UI/UX for various products to increase usability and enhance ease of interaction. Quantitative and qualitative research methods to explore questions posed by clients. Introducing new practices and cross-functional processes. Developing proactive ideas and solutions to meet business objectives.

Assisting in the creation of new ad copy and imagery for paid and organic social media posts. Collaborating with the sales team to gather client feedback and optimize marketing messaging. Development of new metrics to better illustrate the efficacy of programs

mcmdesign.ca — *Owner • Multidisciplinary Designer*

GREATER TORONTO AREA // CONTRACT // 2018 - PRESENT

Design of website UX and UI, management of HTML & CSS assets, domain hosting and SEO services from inception to live launch. UI and UX design for apps and online services such as augmented reality targeted for fashion, e-commerce and shopping industries. Creative logo design and other graphic design projects such as promotional material, album cover art (CD, Vinyl), brochures/ flyers, signage, business cards and stationery design. Promotional material for Twitter, Facebook, YouTube, Instagram etc. Special effects and video editing such as animated logos and kinetic-type animation.

Kidney Care Network International — *Interaction Designer*

TORONTO // INTERNSHIP // MAY 2019 - SEPTEMBER 2019

Designed the user interface and prototyped the user experience for a mobile health application. Graphic design, maintenance and management of the website. Collaborated with members from the research, education and executive team.

SVC Internet Marketing — *Web Designer*

HALTON HILLS // CONTRACT // 2018 - PRESENT

Website design using various CMS platforms to build and edit content such as DNN, WordPress, Squarespace and Shopify Created logos, branding assets and banner designs for social & print. Managed social media marketing campaigns.

VOLUNTEER & AWARDS

• **VP of Marketing** – Interaction Design Association 2018/2019. Planned and promoted social events for the Sheridan IxD cohort. Managed teams of designers and volunteers through various events, budgeted for prints, and planned social media outreach and merchandise.

• **Award Winning Design** – Annual Interaction Design (IXD) Hackathon 2018. Conceptualized, created and presented a mobile app mock-up in collaboration with my peers.

• **Event Co-Lead** – Rock The Hills Music Festival 2017. Project management and leadership, created graphic design promotion for social media, supervised marketing and logistic and adapted to various roles where needed.

• **Content Producer & Co-Host** – Camp Hip Hop Podcasts 2019. Generated a viewership of 670K+ streams across Audiomack, SoundCloud, YouTube & Instagram. Created branding, social media promo and edited visuals for episodes. Identified methods of increasing viewer interaction.

SKILLS

- Adobe Creative Suite
- Prototyping in Invision, Sketch & Figma
- Microsoft Office
- Digital typography
- Concept sketches
- Mock-ups, style guides
- Working knowledge of HTML & CSS
- Working knowledge of 2D animation
- Rapid usability testing
- User empathy
- Design critique
- Supervisory and management skills
- Creative problem solving
- **TCPS 2: CORE** – Certification in Ethical Conduct for Research Involving Humans

