

Mathew

Mathew Laverty

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mathewlaverty.ca

Creative Professional



Web Design & Development + UI Design + Motion Graphics + Graphic Design + SEO + Marketing & Advertising

Greetings,

I'm excited to toss my (carefully colour-coordinated) hat into the ring for an **opportunity with your organization**. Fifteen years ago, it was just me, my laptop, and a head full of ideas about what great design could be—smart, simple, and a little bit *extra*. Since then, I've built everything from sleek, responsive websites to fully realized brand experiences—all driven by a love for blending logic and creativity to make something that really *connects*. I've learned that great design isn't just about how it looks—it's about how it *communicates*.

My career has taken me from building a custom Learning Management System UI for one of the world's top consulting firms, where I transitioned from designing my own interfaces to utilizing an evolving sophisticated design system—to leading the creative direction at a marketing and advertising agency that gave me room to flex every part of my creative muscle (and kept life delightfully unpredictable).

What ties all my work together is this: I create experiences that engage, resonate, and stay with people. I believe design should speak clearly, feel intuitive, and leave a lasting impression. My approach combines technical precision with design thinking and a touch of flair—because users remember what makes them *feel* something.

Whether I'm solo behind the screen or collaborating with a client, my north star is communication. My work doesn't just look good—it *speaks*. It tells stories that are engaging, memorable, and clear. I use design thinking not as a buzzword, but as a compass that helps me create experiences people love and remember.

With 25 years of Graphic Design under my belt, I've learned how to translate even the wildest ideas into visuals that stick. I pride myself on creating work that feels thoughtful, beautifully crafted, and—most importantly—effective. Because in the end, great design isn't just something you see; it's something you *feel*.

You can explore my portfolio at mathewlaverty.ca. I'd love to discuss how I can bring creativity, communication, and maybe a little spark to your team. I'm just a text, call, or email away at [705 241 9567](tel:7052419567) or design@mathewlaverty.ca.

Warm regards,

Mathew Laverty

Professional Skills

 Creative imagination

 Super organized

 Extremely detail-oriented

 Highly productive time management

 Strong communication skills

 Excellent team work

 Current computer expertise

 Eager to learn



“Code is my canvas—I craft striking, purposeful online experiences that tell your story with clarity, care, and respect for your time and budget.”

Creative Professional

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Experience

Freelance Web Design & Development

2011 - present

- Architect pixel-perfect WordPress, Shopify, and Squarespace sites that captivate and convert with seamless UX magic.
- Whip up unforgettable graphics, emails, and social content that spark engagement and linger in minds.
- Fuse design systems with pop-ups, forms, and lead-gen features for brands that pop off the screen.

Freelance Graphic Design

2000 - present

- Architect pixel-perfect print graphics, brochures, and packaging that captivate on the page and convert with tactile UX magic.
- Whip up unforgettable posters, flyers, and business cards that spark inquiries, engagement, and linger in hands and minds.
- Fuse brand systems with die-cuts, foils, and print finishes for collateral that pops off the press and dominates displays.

Creative Director + Graphic Designer + Web Developer

Well Known Marketing & Advertising Agency, Muskoka, Ontario, Canada

Oct 2023 - May 2024

- Steered high-stakes creative visions for clients, turning concepts into show-stopping realities.
- Served as the sparkle-spinning client whisperer, aligning ideas with strategic wins.
- Orchestrated end-to-end creative journeys, from brainstorm to brilliance.

Graphic Designer + Content Creator + Web Developer

May 2023 - Oct 2023

- Crafted irresistible social posts, emails, ads, banners, swag, catalogs, and look books across print and digital.
- Powered Google and social campaigns with eye-candy digital assets that drive clicks.
- Locked in design standards on Squarespace, WordPress, Shopify, and HubSpot, plus smart site features like forms and pop-ups.

UI Designer/Web Designer & Developer

McKinsey & Company, Global

2018 - 2020

- Dreamed up wireframes and hi-fi prototypes for a game-changing LMS, pitching via slick animated videos.
- Distilled UX research into pixel-push perfection, guiding dev teams to flawless execution.
- Pioneered bold UI concepts that made learning magnetic and memorable.

Senior Multimedia Specialist

Conduent, US - Contracted to McKinsey & Company

2017 - 2018

- Built mobile-first branded LMS pages with wireframes and interactive hi-fi prototypes.
- Delivered UX mastery for a major learning platform, blending form and function seamlessly.

Senior Multimedia Specialist

Xerox, US - Contracted to Apple

2016 - 2017

- Engineered responsive websites, motion graphics, and an iPhone/Apple Watch customer service emulator using Apple's XML framework.

Digital Marketing Strategist

gShift, Barrie, Ontario, Canada

2014 - 2015

- Turbocharged SEO via SaaS wizardry, alongside web design, dev, and digital campaigns that ranked and roared.

Graphic Designer, Marketing, Creative Services

Grand & Toy, Toronto, Ontario, Canada

2006 - 2011

- Designed marketing collateral and email blasts that hooked audiences and boosted buzz.

Composition Artist

Flags Unlimited, Barrie, Ontario, Canada

2001 - 2004

- Vectorized logos from blurry JPGs into print-ready masterpieces.
- Conjured custom flags and screen-print artwork that wowed with wow-factor precision.

Education

2 Year Diploma :: Web Design & Animation with Honours

Georgian College, Barrie, Ontario, Canada

Sep 2011 - May 2014

1 Year Post-Grad :: Visual Effects for Film & Television

Seneca @York, Seneca College, Toronto, Ontario, Canada

Sep 2004 - May 2005

3 Year Diploma :: Graphic Design with Honours

Georgian College, Barrie, Ontario, Canada

Sep 2000 - May 2003

Web Skills

HTML, CSS, JavaScript & jQuery, PHP, Wordpress, SEO & Social Media, UI w/ UX

Software

Sketch, Learning Management Systems (LMS), Content Management Systems (CMS), Model, View, Controller (MVC), macOS, Windows, eCommerce

Design

Marketing Collateral, Corporate IDs/Logos, Posters, Brochures, Editorial Design, Responsive eMails, Adobe Creative Cloud (including After Effects), Web Design, Stationery, Branding, Video Animation/Editing, Business Card, Direct Mailers, Annual Reports, Newsletters, Advertisements, Social Presence Optimization

Awards

Gold - Innovation in the learning space (Noted on by the Senior Partners)

McKinsey & Company | Role: UI/UX Designer

Professional Skills

- Creative imagination
- Strong communication skills
- Super organized
- Excellent team work
- Extremely detail-oriented
- Current computer expertise
- Highly productive time management
- Eager to learn



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