



Mathew Laverty

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mathewlaverty.ca

Creative Professional



Web Design & Development :: UI Design :: Motion Graphics :: Graphic Design :: SEO

Experience

Freelance Web Design & Development

2011 - present

Freelance Web Designer/Developer, Canada

Freelance Graphic Design

2002 - present

Freelance Graphic Designer, Canada

Creative Director + Graphic Designer + Web Developer

May 2023 - May 2024

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

UI Designer/Web Designer & Developer

2018 - Oct 2019

McKinsey & Company, Global

- Wireframes
- Hi-fidelity working prototypes
- Synthesizing changes from UX research
- Providing instruction/working with a dev team for the UI
- UI concept creation for a new LMS & animated video to pitch it to stakeholders for their Lead UX Designer
- We worked with a major LMS (Learning Management System)

Senior Multimedia Specialist

2017 - 2018

Conduent, US - Contracted to McKinsey & Company

- Wireframes
- Hi-fidelity working prototypes
- Developed branded pages within the LMS that was mobile friendly
- We worked with a major LMS (Learning Management System)

Senior Multimedia Specialist

2016 - 2017

Xerox, US - Contracted to Apple

- Websites
- Animated videos/Motion graphics
- Built out a customer service iPhone/Apple Watch emulator for Apple utilizing their XML-driven framework

Digital Marketing Strategist

2014 - 2015

gShift, Barrie, Ontario, Canada

- SEO (Search engine optimization) utilizing a SAAS platform
- Digital Marketing
- Web Development
- Web Design

Graphic Designer, Marketing, Creative Services

2007 - 2011

Grand & Toy, Toronto, Ontario, Canada

- Created marketing collateral
- Created email marketing blasts

Composition Artist

2001 - 2004

Flags Unlimited, Barrie, Ontario, Canada

- Recreated logos in vector format from JPGs
- Designed flags
- Created artwork for printing screens
- Setup files for digital printing of flags

Education

2 Year Diploma :: Web Design & Animation with Honours

2011 - 2014

Georgian College, Barrie, Ontario, Canada

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

2004 - 2005

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

3 Year Diploma :: Graphic Design with Honours

2000 - 2003

Georgian College, Barrie, Ontario, Canada

Web Skills

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

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

McKinsey & Company | Role: UI/UX Designer

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 like art—
this gives the web
infinite possibilities."

