



Mathew Lavery

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# CREATIVE PROFESSIONAL



Web Design & Development :: Graphic Design :: Motion Graphics :: SEO :: UX & UI :: Digital Marketing

## Experience

### UX & UI Designer/Web Designer & Developer

2018 - Oct 2019

McKinsey & Company, Global

### Senior Multimedia Specialist

2017 - 2018

Conduent, US - Contracted to McKinsey & Company

### Senior Multimedia Specialist

2016 - 2017

Xerox, US

### Freelance Web Design & Development

2011 - present

Freelance Web Designer/Developer, Canada

### Freelance Graphic Design

2002 - present

Freelance Graphic Designer, Canada

### Digital Marketing Strategist

2014 - 2015

gShift, Barrie, Ontario, Canada

### Graphic Designer, Marketing, Creative Services

2007 - 2011

Grand & Toy, Toronto, Ontario, Canada

### Composition Artist

2001 - 2004

Flags Unlimited, Barrie, Ontario, Canada

## Web Skills



"Code is like art - This gives the web infinite possibilities."

HTML

95

CSS

95

JavaScript & jQuery

85

PHP

80

Wordpress

90

SEO & Social Media

85

UX & UI

90

Information Architecture

95

React

75

## Software

- Sketch
- InVision
- Adobe Creative Cloud (including After Effects)
- Learning Management Systems (LMS)
- Content Management Systems (CMS)
- Model, View, Controller (MVC)
- macOS
- Windows
- eCommerce

## 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

## Design

- Marketing Collateral
- Web Design
- Branding
- Video Animation/Editing
- Corporate IDs/Logos
- Stationery
- Business Cards
- Posters
- Brochures
- Direct Mailers
- Annual Reports
- Editorial Design
- Newsletters
- Advertisements
- Responsive eMails
- Social Presence Optimization

## Awards

Gold - Innovation in the learning space

McKinsey & Company | Role: UI/UX Designer