

Matt Shepherd

647.471.6714 | matt@theshepherds.org | graphic designer

SUMMARY

Graphic design, branding, and new media professional with agency and diverse industry experience. Building brand identities with teamwork & driving engagement.

Passionate about design.

HIGHLIGHTS

- **The Marshall McLuhan Institute**
Board Member
- **AM640 Mass Media**
Radio Host
- **The Toronto Star**
Best Home Office Winner

EDUCATION

- **Ryerson University**
Fine Arts
- **Kortrijk University**
Design
- **Michigan State University**
Theatre
- **Mayfield School of The Arts**
Fine Arts

BLOG

- [ninjas.digital](#)

PORTFOLIO

- [theshepherds.org/matt_shepherd-portfolio.pdf](#)

DESIGN EXPERIENCE

Graphic, Web & Social Media Designer

TITIKA Active

- Managed communications, promos, ads, influencer collaborations, PR & social media.
- Directed brand positioning, responding to industry trends and social evolution.
- 1,250 Email campaigns with an 800% ROI (\$1.2M in gross sales).
- +330% growth in online customer acquisition in Canada, USA & Hong Kong.
- Paid ad campaigns +2.2 to 7.9 ROAS, exceeding expectations by 10% or more.
- Created style and branding guides; curated over 10,000 photographic assets.
- Established first AI Usage Guidelines for internal & public communications.

Graphic & Web Designer

DN Media

- Deployed CMS strategies, enhancing website functionality and UI for 30+ clients.
- Comprehensive SEO with a 100% page one SERPs success rate.
- Developing new revenue streams via Affiliate Marketing.
- Created influence marketing campaigns targeting a wide variety of audiences.
- Optimized Direct Sales lead generation & payout systems, reducing overhead.
- Developed trackable training & rewards systems to increase retention by 18+%.
- Implemented custom web apps to improve UI/UX.
- Devised Social Media strategies that expanded client brand presence & engagement.
- Managed relationships with 40+ clients, exceeding their online communications needs.

Graphic Designer & Promotions

Church & Dwight (agency of record)

- Pioneered Toronto's first digital agency dedicated to serving national brands.
- Led industry trends, putting clients at the forefront of digital marketing innovation.
- 27 brands, including Church & Dwight, A&H, Hill's, Crest, Trojan, Graval, and Intel.
- Contributed to consistent 5% annual growth for national CPG and OTC brands.

Graphic Designer & Media Manager

Head North Multimedia

- Adopted cutting-edge digital media formats, elevating clients' presence and visibility.
- Served high-profile clients, including Stan Lee Media, TorStar, LCL, Rotary, and PepsiCo.
- Integrated multimedia elements into corporate presentations, enhancing their impact and effectiveness in conveying key messages to stakeholders.

Head of Multimedia

Automotive Video Productions

- Pioneered interactive kiosks and support materials for dealership sales and training programs for GM, Ford, Chrysler, Dodge, Jeep, Subaru, Toyota, and Canadian Tire.
- Designed and executed the creation of the automotive industry's inaugural websites, setting the standard for online presence within the sector.
- Improved operations through multimedia-driven training and support materials.

DESIGN SKILLS

647.471.6714 | matt@theshepherds.org | graphic designer

DESIGN

- Design Software** • Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Canva, Sketch, Figma
- Web Design** • HTML, CSS, JavaScript, Bootstrap 5, WordPress, Shopify, Webflow, Brackets, Xamp
- Audio, Video, 3D** • Adobe Premier, After Effects, Adobe Audition, Blender, TinkerCAD
- UI/UX, Prototyping** • Wireframing, Mockups, User Flows, Interactive Prototyping, InVision, Adobe XD
- Typography** • Font Design, Typeface Pairing, Kerning, Leading, Trends & History, Accessibility
- Print** • Prepress, Print Layout, Packaging Design, Finishes, CYMK, Large Format Design
- Photography** • Lighting, Image Selection, Retouching, Colour Correction, Composition, Copyright, AI
- Software Integration** • APIs, Plugin Development, CMS Integration, Scripting, Macros
- File Management** • Cloud Storage, Version Control, Digital Asset Management, Formats, Compression

CREATIVE

- Development** • Brainstorming, Mood Boards, Storyboarding, Think Tanks
- Communication** • Branding, Identity Design, Logo Design, Iconography
- Illustration** • Hand-Drawn Illustration, Vector Illustration, Digital Painting, Retouching
- Layout** • Grid Systems, Hierarchy, White Space, Balance
- Colour Theory** • Colour Matching, Colour Harmony, Trends, Palette Creation, Colour Spaces
- Direction** • Visual Storytelling, Concept Development, Creative Vision, Mood Board Creation, Branding

ANALYTICAL

- Market Research** • Competitor Analysis, Trend Analysis, User Research
- Data Visualization** • Infographics, Data Interpretation, Charts and Graphs
- User Experience (UX)** • Usability Testing, User Personas, User Journey Mapping

PROJECT MANAGEMENT

- Workflow** • Project Planning, Task Delegation, Time Management
- Collaboration Tools** • Google, Monday, Discord, Slack, Microsoft Teams, Kanban, Sprint Planning

COMMUNICATIONS

- Marketing** • Digital Marketing, Social Media Strategy, SEO Basics
- Brand Strategy** • Brand Positioning, Brand Messaging, Competitive Differentiation
- Sales Support** • Sales Collateral, Pitch Decks, Email Campaigns
- Client Interaction** • Client Briefing, Presentations, Feedback Implementation
- Team Collaboration** • Cross-Functional Collaboration, Remote Team Management
- Writing Skills** • Copywriting, Content Creation, Proposal Writing
- Interpersonal Skills** • Active Listening, Negotiation, Conflict Resolution, Compassion