

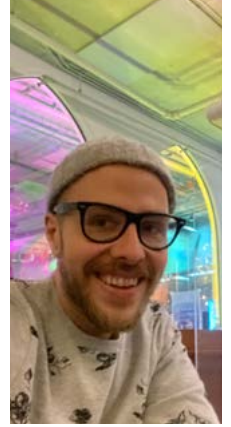
# MATTHEW SCHADE

GRAPHIC DESIGNER

T: 604-765-0415

PORTFOLIO: [MATTHEWSCHADE.COM](http://MATTHEWSCHADE.COM)

E: [matthewschade@gmail.com](mailto:matthewschade@gmail.com)



## EDUCATION



**BACHELOR OF FINE ARTS** 2002-2006  
In Visual Arts  
University of British Columbia



**MASTERS OF DIGITAL MEDIA** 2009-2011  
UBC, SFU, BCIT, and Emily Carr accredited  
Centre for Digital Media

## AWARDS

**2019 Prezi Awards** "Best Non-Profit"  
for Canadian Men's Health Foundation  
Interactive Fundraising Presentation

**2011 MEDEA Awards** "Highly Commended"  
for MyWorld Educational Game developed  
for Canadian School Board

## SKILLS

- Design:** Design Systems, User flow, UX Research & Design, Creative Strategy, Brand Collateral, Presentations, Brand Collateral, Asset Libraries, Accessibility, Usability Research, Colour, Typography, Layout, Story-Boarding, Video Editing
- Marketing:** Branding & Identity, Market Analysis, Brand Alignment, Messaging, Media Strategy, Service Design, User Journey, Social Media, Copy-Writing, Stakeholder Engagement, Interactive Advertising
- Technical:** Illustrator, Photoshop, Premiere, InDesign, Figma, Responsive Web-design, Wordpress, CMS, Office
- Additional:** Agile, Leadership, Team-building, Project Management, Direction, Collaboration, Health Promotion, Iteration

## EXPERIENCE

### Art Director

NEXTPHASE STRATEGY MARKETING INC. Jun 2014- Present

- Created media strategy and aligned brand collateral for dozens of companies including multi-national brands
- Responsible for design and content creation across websites, videos, ad campaigns, packaging, tradeshow, and presentations
- Conducts client fact-finding and research to establish objectives, conceptualize overall campaign vision, and align stakeholders and team
- Designed and built 20+ fully responsive corporate websites from ground up for various clients
- Directed Ad Campaign, Brand Collateral, and Packaging for Vuzix corporation contributing to a 3000% increase in company share value
- Directed website, content, and digital collateral for Desert Mountain Energy contributing to a 3500% increase in share value

### Digital Media Director

FOREVER GREEN INC. Feb 2022 - Present

- Created digital media strategy for Forever Green Hemp, Inc., aligning design across two websites, three social media platforms, ongoing blog, and social media outreach and stakeholder engagement
- Initiated discovery of core value prop and unified messaging under "Green Revolution" brand campaign
- Directs ad campaigns: conducting talent acquisition, video editing, and digital creation for YouTube, Facebook, and Google ads
- Oversees content creation, including copywriting and visual design for all digital and social media collateral
- Directs social media presence, engages with third parties, and monitors trends for future content and engagement

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## Social Media Specialist

CANADIAN MEN'S HEALTH FOUNDATION Sep 2018 - Aug 2021

- Created regular graphic art for social media, infographics, blogs, presentations, video for public-facing and internal
- Optimized service design system to drive users to the main campaign outlet creating 'health tip journey'
- Aligned brand collateral for social media across various platforms, resulting in an avg. 300% increase in engagement.
- Value added highly organically engaging initiatives for Instagram and other social outlets
- Created a social media design system via unique and authentic, on-brand style to funnel users to the main campaign outlet.
- Conducted user testing and data harvesting to gauge campaign progress and make adjustments.
- Created interactive presentations, infographics, and video events for fundraising, centrepiece presentation winning the 2019 'Prezi Award' for 'Best Non-Profit.'
- Designed centerpiece video events and infographic content for 2020 & 21 annual national campaign, 'Men's Health Month'

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## Independent Digital Media Consultation

VARIOUS CLIENTS 2014 - Present

- Provided digital strategy and brand identity services for WestWynd Realty, Sanremo, Natalie Gan, Island Honda, and more
- Designed responsive websites from the ground up for SanRemo, Natalie Gan (designed+built), and WestWynd (designed)
- Edited videos in association with Thompson Stenning Design Agency, including the Women's Democracy Network client
- branding and design across logos, tradeshow displays, stationary, ads, brochures, packaging, and websites.

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## Game Designer, Team Lead | V7 Entertainment

V7 ENTERTAINMENT INC. 2011-2014

- Led the design and production of the successful educational game 'English Pup' for iOS/Android. Created prototype in flash, made business case, built and led small team comprised of interns to complete and market game in a little over a year, successful IP
- Responsible for UI, UX, 2D animation, and story mode meta design of large 'Slap Shot' AA-scale console game,
- Served as Art Lead and game designer for Xbox Indie Esoterica America, praised by Guardian, UK for "Stunning visuals"

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## UX Designer

MEDIASMARTS 2010

- Designed UX and all assets for educational game, MyWorld, aimed at teens and used by Canadian School Board.
- Created visual prototypes from client design docs, conducted client reviews, and user testing, all within 4 month turn around
- Awarded in "Highly Commended" Category of 2011 MEDEA Awards

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## Web Programmer & Designer

NEXTPHASE STRATEGY 2001 - 2007

- Worked closely with industry veteran graphic designers to create high-end professional websites. Was responsible for all firm web development for over four years. Was fundamentally involved in over 40 integrated branding campaigns and built over 30 websites.

