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MATTHEW BIRTCH

DESIGNER + DEVELOPER

WORK EXPERIENCE

Mosaic

Toronto, Ontario

Director, Design & Production

2012 – Present

- › Lead a team of designers and front-end developers in the execution of creative and interactive work
- › Co-lead the creative/interactive department for the company
- › Responsible for presenting artwork to clients and managing feedback
- › Manage the development, performance and growth of 10+ employees
- › Responsible for IA and UX Design of digital projects to ensure the final product is usable, functional and engaging
- › Provide art direction and quality assurance to the design team
- › Reinforce development of best practices and sharing of knowledge

Lead Designer

2009 – 2012

- › Managed a team of designers and front-end developers in the design and production of online and offline experiences
- › Provided design support and art direction for many high-profile clients like Smirnoff, Dell, Microsoft and Coca-Cola
- › Worked in many design disciplines with a focus on digital
- › Developed mobile optimized and responsive layouts with standards and semantics in mind
- › Built Mosaic's visual identity

Web Designer / Front-End Developer

2008 – 2009

- › Worked closely with the back-end development team to integrate interface and technology seamlessly
- › Produced rich user experiences online
- › Designed and developed facebook applications, microsites, banner ad campaigns, email campaigns and more
- › Clean, standards-based, semantic front-end code

SOFTWARE + LANGUAGES

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Flash

Adobe Air

Actionscript 3

CodeKit

HTML5/CSS3

HAML/SASS/SCSS

HTML Email

Javascript/JQuery

Keynote

Microsoft Powerpoint

Microsoft Word

Microsoft Outlook

Evernote

Unix Command Line

Textmate

Wordpress

Git Version Control

Ruby on Rails (front-end)

PHP

Patrick Paradisi

Oakville, Ontario

Web Designer / Front-End Developer

2007 – 2008

- › Executed creative vision from design to front-end development.
- › Worked closely with developers to integrate the back-end and front-end of promotional microsites for major brands
- › Used Flash, HTML, Javascript and CSS as the core technologies

Freelance

Oakville, Ontario

Web Designer / Front-End Developer

2004 – 2007

- › Designed and developed corporate websites, microsites, portals, email blasts and more.
- › Participated in all stages of the process from concept to launch.
- › Developed using flash, HTML, CSS and Javascript.

EDUCATION

WITZ Education

Toronto, Ontario

SmartMANAGER 1 & 2

2012

- › A fresh approach to team management skills
- › Topics included personality styles, communication styles, emotional intelligence, conflict management, assertiveness and more

Sheridan College

Post Graduate Diploma, Web Design

2003 – 2004

- › Earned the top mark in the class overall including a 100% mark on the final thesis. Topics and software learned in the program: Adobe Dreamweaver, Flash & Actionscript, Interface Design, User Experience, Digital Marketing, .

University of Waterloo

Bachelor of Fine Arts

1999 – 2003

- › Earned bachelor's degree with honours specializing in computer graphics and mixed media. Notable experience in 3D Modeling and animation as well as traditional fine arts. Software learned: Adobe Photoshop, Adobe Illustrator, Maya, Houdini 3D.

References available upon request.

SKILLS

Typography

Page Layout

Interface Design

Animation

Art Direction

User Experience Design

Mobile Optimization

Responsive Web Design

Standards-based, Semantic Code

Cross-browser testing

WCAG compliance

Team Leadership/Management

VOLUNTEER EXPERIENCE

Audio Technician at Grandview Church

2009-2012

Worked with a team of audio technicians to setup audio equipment and mixed the soundboard during church services

Mission Work at eSimpwiwe Baby House in South Africa

May 2009

Worked alongside fellow volunteers to help care for orphaned babies and toddlers. Delivered family kits (food, clothing, hygiene) to needy families in poor communities near Richmond, South Africa

Short-term Mission Trip in Medellin, Colombia

June 2002

Worked with a team to put together children's VBS camps and youth camps over a period of 3 weeks