



Matthew Barr | Art Direction

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Art Direction Skills

Typography ●●●○○
Colour ●●●●○
Layout ●●●●●
Design ●●●●●

Computer Skills

Photoshop ●●●●●
Illustrator ●●●●●
In Design ●●●●●
HTML ●●●●●
CSS ●●●●●

Advertising Skills

IMC ●●●●○
Strategy ●●●○○
Media ●○○○○
Research ●●●○○
Copywriting ●●●○○

Professional Skills

Organization ●●●○○
Presenting ●●●●○
Leadership ●●●●○
Teamwork ●●●●●
Time Management ●●●○○

Interests

Video Games
Indie Rock
Digital Art
Drawing
Golden Retrievers

Profile

Nothing great was ever created by one person. It takes a team of dedicated and passionate individuals to create something truly great. Once I realized that, I left my job as a Graphic/Web Designer, and went back to school to study advertising, so one day I could be apart of a team that creates something great.

Art Style

I like using "weird visual solutions" to solve advertising problems. These solutions may include exaggerating certain elements, creating visual twists, or just using something unusual to get an idea across. I find that they're a great way to capture attention because there unexpected, which is what good advertising should do. Plus they're really cool to look at.

Education

Seneca College: 2011-2014. Graduated with a Digital Media Arts Diploma.

Seneca College: 2016-2018. Graduated with a Creative Advertising diploma in the Creative Stream.

Experience

Graphic Designer at Confettibox: September 2014-November 2015.

Front-End Web Designer/Admin for Merrickwealth.com: April 2016-Present.

Pitched ad campaigns to DDB, Cundari and Red Urban.

Awards

Subaru WRX & STI - Winning Pitch to Red Urban.