

DESIGN PORTFOLIO

CONTACT

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vol. 01

SELECTED WORKS



Matt Rock

Designer

I draw
things all day.



Design
Identity
Branding
Web
Logo

GRAPHIC DESIGNER

Matt Rock

43 Woodview Bay
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Resume

EXPERIENCE

CREATIVE DIRECTOR, DESIGNER
WINTERLAND BEVERAGES // 2017 - 2022

Designed products from the ground up including logos, branding, slogans, packaging, labels, POS displays, posters, and microsites. Managed social media team, analytic dashboards, designed & developed website.

CREATIVE & DIGITAL PRODUCT MANAGER
IISD // 2013 - 2017

Redesigned and managed iisd.org, microsite and apps to be consistent with re-brand guidelines. Setup and managed campaign tagging, search engine console, analytic dashboards and automated reports.

FREELANCE DESIGNER & DEVELOPER
BURNING FIRE DESIGN // 2007 - 2013

Designed and developed hundreds of websites, as well as print and branding projects working within tight budgets, deadlines, and maintaining client relationships and administrative tasks.

DESIGNER, DEVELOPER
CELERO // 2002 - 2007

Celero is a top financial technology company servicing Credit Unions across the prairies. Worked with project managers, board members, stakeholders and executives designing websites and digital assets.

EDUCATION

GRAPHIC DESIGN 1 & GRAPHIC DESIGN 2
RED RIVER COLLEGE // 2004 - 2006

MULTIMEDIA DESIGN & COMMUNICATION
APPLIED MULTIMEDIA TRAINING CENTRE

REFERENCES

DAMON VIS-DUNBAR
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KAREN LABOSSIERE
OWNER, WINTERLAND BEVERAGES LTD.
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DI

Identity

- 01. HARD ICE VODKA FREEZIES
- 02. COFFEE KICKERS
- 03. DR. SAMMY SLAMS JELLY SHOTS
- 04. SLEDHEAD
- 05. FROSTBITE

As Creative Director, Designer for Winterland Beverages I developed products from the ground up. A typical brief went something like this, "we want to release a jelly shot. They're yummy! It's going to be three flavours (to start!). We're gonna need some lids... And a box to put them in... And a name... And we need it yesterday". True story. So, off to work I went with paper and pen in hand! Never a dull moment.

Here are some samples of some of our products that I was responsible for. Logos, packaging, identities, point-of-sale, print material, digital assets, micro-sites and more. You name it, I probably did it!

TOOLS : ADOBE PHOTOSHOP, ILLUSTRATOR, INDESIGN, PAPER, PEN

01. Hard Ice Vodka Freezies

Our flagship product. I originally joined Winterland Beverages as a freelance designer, designing and developing the Hard Ice brand (and a couple of other brands). We soon got busy producing 10,000 freezies my first year full-time, to 5,760,000 freezies four-years later! I was responsible for all the promo, print, web, and packaging. To say I was busy would be an understatement.





02. Coffee Kickers!

Flavoured rum creamers. Sooo tasty. I named them, designed the lids, packaging, shipping boxes, sell sheets, print materials and web assets. (And I got to taste test them, which is always a nice perk.)

03 Sammy Slam's Jelly Shots

The doctor is in the house! I was responsible for naming, designing, and developing the brand. I originally named them Dr. Slam's Jelly Shots, eventually giving the good doctor a first name while dropping his formal title for marketing purposes in the USA. The illustration was inspired by a friend's recent trip to Thailand and the accoutrements he brought home.

Originally shipped in plastic boxes, I was able to push for a more sustainable paper packaging. Three cheers!



04. Sledhead



This brand was a lot of fun to create an identity for. While originally developed as three flavours of schnapps to warm you up on cold winter days, we expanded the brand to include flavoured eggnog for the holiday season!



05. Frostbite

Our wine-based sister band to Hard Ice Vodka Freezies! As well as being absolutely delicious, this particular brand was marketed to grocery and convenience stores in the USA. The packaging is bold, bright, colourful and fun. I had a lot of fun naming and developing the brand.



02

Branding

- 01. ROCPAL CUSTOM CABINetry
- 02. BURNING FIRE DESIGN
- 03. SUGAR SHOPPE FLAVORS

I don't design much stationary these days. Nor did I design a lot of it to be honest, but it was always enjoyable. I love creating cohesive brand packages and love holding them in hand.

Here are a couple of pieces that went to print (with the exception of the eraser in the Burning Fire Design presentation which was included simply for fun).

TOOLS : ADOBE ILLUSTRATOR, INDESIGN, PHOTOSHOP, PAPER, PEN

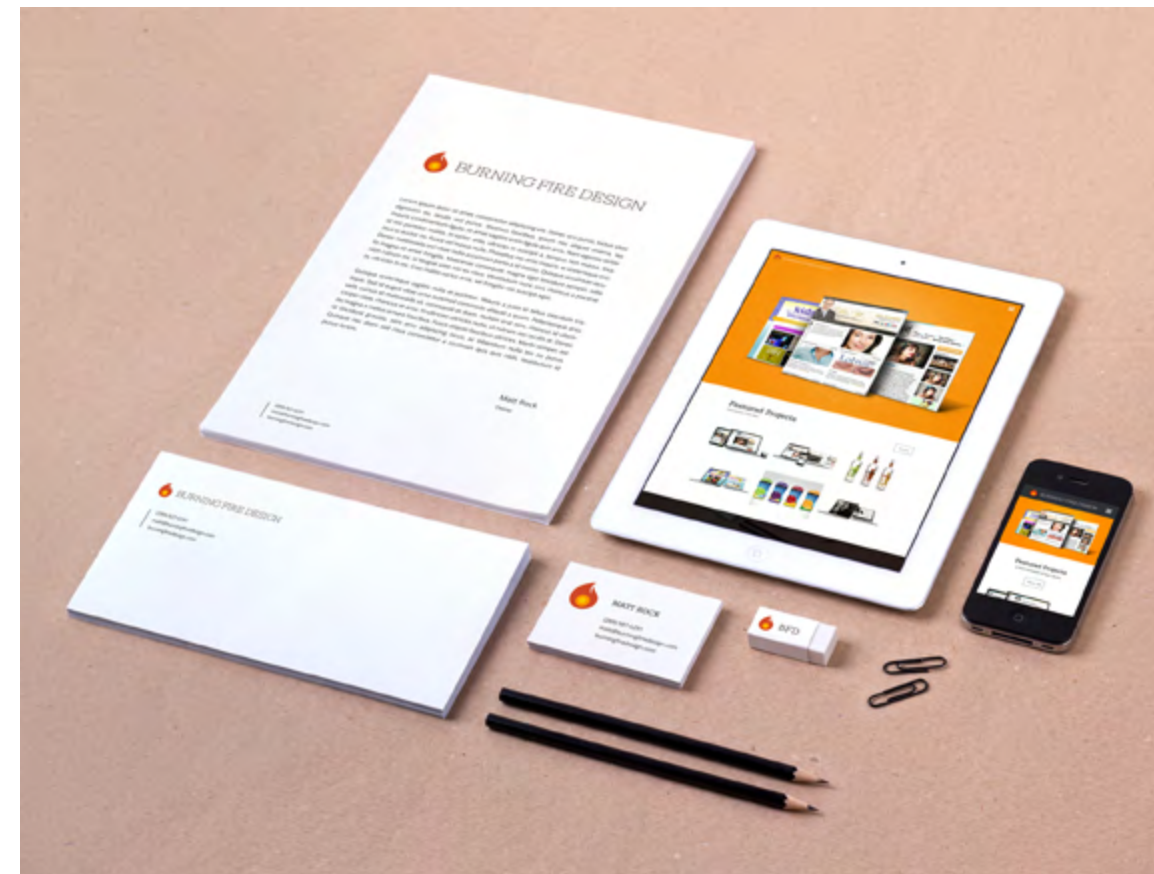


01. Rocpal Custom Cabinetry



A fast-growing manufacturer in Oshawa, Ontario, I was originally hired to redesign and develop their website. As the company grew I redesigned their business cards and folders to appeal to a higher-end clientele. With the opening of a new showroom I was tasked with redesigning their logo for their updated name while not straying too far from the familiarity of their brand.

02. Burning Fire Design



Back when I started freelancing I was told I needed a company persona in order to land bigger clients, so that's what I did. I never intended Burning Fire Design to have an office or hire any employees so it felt a little strange, but at the same time it was a fun process. And it seemed to work. It sure kept me busy.

03. Sugar Shoppe Favors

This one goes far back. One of my first logo and stationary packages I designed. I've always enjoyed this one. Unfortunately the company is no longer around as this would have been a fun one to grow with. I loved the potential (and they were a great client to work with).



03

Web

- 01. INTERNATIONAL INSTITUTE FOR SUSTAINABLE DEVELOPMENT
- 02. ARTISTS IN MOTION BOOKING AGENCY
- 03. FUSION GRILL

Time sure flies... I used to hand-bomb a lot of websites back in the day, taking great pride in writing clean, compliant code for pixel perfect online renditions of my own designs as well as those provided from outside agencies. Eventually I started designing and developing WordPress themes (hundreds of them!). In more recent years with my role focusing more towards retail product development I've found myself modifying base themes and "drag & drop" style CMS platforms to align with brands whenever needed. Though I still love to dig in to code and CSS!

TOOLS : ADOBE PHOTOSHOP, ILLUSTRATOR, SOURCETREE, DEVKINSTA

01. International Institute for Sustainable Development (IISD)



In 2013 IISD began the process of refreshing their visual identity. The new branding guidelines included an entire toolkit of colours, fonts, and graphic elements designed to work together across all their materials. I redesigned their main website as well as freshened up micro-sites, email templates, apps, and various digital materials to be on brand. I also managed various development teams all the while updating and maintaining their current website and micro-sites through the transition period.



02. Artists in Motion (AIM)

I was always a fan of this redesign. Google fonts were sort of a new thing at the time and it was fun to take advantage of that while not getting carried away with the added freedom. I ended up redesigning their cards and promo materials as well.



03. Fusion Grill

I love great food. Who doesn't? I also enjoyed conveying the same loving approach, colour and care into this redesign as the client put into their menu. Though designed over a decade ago it still maintains most of its charm today after various updates (some good, some... not so good) by their hosting company over the years.

04

Logos

- 01. KIDS' ENTERTAINMENT
- 02. MRS. BOWES BUBBLES
- 03. SUGAR SHOPPE FAVORS
- 04. SAMMY SLAM'S JELLY SHOTS!

Logos design can be tough. They put a face to the name. And they can be a lot of fun! From the brief to sketching ideas on paper, watching the process evolve and come alive is very rewarding. While I haven't designed a lot of logos, I've included a few examples of a few I designed for various clients.

TOOLS : ADOBE ILLUSTRATOR, PAPER, PEN

01. Kids' Entertainment

The client wanted an updated look for a sentimental logo. The lower case combined with the rounded font created a more kid-friendly approach.



02. Mrs. Bowes Bubbles

Working on a very tight budget I refreshed this logo for a client to compliment her website as she headed into a website redesign.



sugar shoppe favors



03. Sugar Shoppe Favors

I love the colours, and I love the potential for further branding with the playful treats.

04. Sammy Slam's Jelly Shots!

The previous logo I designed a few years back needed a name change so it was the perfect time for me to soften up all the edges and give a more "jelly" feel to the brand. Mission accomplished!



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Thank You.
Cheers!