

[HIRE ME](#)

ABOUT

WORK

EDUCATION

ONLINE

MATT ROCK

DESIGNER & DEVELOPER



(204) 333-1267



hello@mattrock.ca



www.mattrock.ca

I love design and I love designing and developing brands, identities, packaging, marketing materials, and digital assets. A Graphic Designer with extensive experience designing and coding WordPress websites, I also have experience with Google Analytics, Google Tag Manager, dashboards and automated reports. I work well independently and within a team!

CREATIVE DIRECTOR, DESIGNER Winterland Beverages

2017-2022

I was responsible for developing every brand from the ground up including logos, labels, marketing slogans, packaging, point-of-sale displays, posters, websites, web and social media assets... I kept busy! I also managed our social media teams for brand consistency.

CREATIVE & DIGITAL PRODUCT MANAGER International Institute for Sustainable Development (IISD)

2013-2017

Redesigned and maintained iisd.org to be consistent with re-brand guidelines. Managed design and build of various digital products, graphics and templates. Implemented campaign tagging, search engine console monitoring, analytic dashboards and automated reports.

FREELANCE DESIGNER, FRONT-END DEVELOPER Burning Fire Design

2007-2013

I worked with clients to develop strategic solutions to creative challenges, designing and developing websites, print and branding projects managing budgets, deadlines and client relationships. When not managing the administrative tasks, I got to draw and build things. :)

LEAD DESIGNER, FRONT-END DEVELOPER SWD

2007-2013

I designed and developed hundreds of websites (mostly WordPress) working with tight budgets.

DESIGNER, FRONT-END DEVELOPER Celero

2002-2007

Celero is a top financial technology company servicing Credit Unions across the prairies. I managed budgets, worked with project managers, analysts, board members and met with stakeholders and various Credit Union executives directly.

DESIGN MANAGER, DESIGNER, FRONT-END DEVELOPER Nutech Digital

1999-2002

I managed projects, billing and budgets, and met with clients directly.

GRAPHIC DESIGN I & II Red River College

2004-2006

MULTIMEDIA DESIGN & COMMUNICATION AMTC

1998-1999

VARIOUS FINE ARTS CLASSES Winnipeg Art Gallery, Winnipeg Art Forum

1988-1998



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REFERENCES

DAMON VIS-DUNBAR

Communications Lead, ICSID, World Bank Group

(202) 203-8517

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I reported directly to Damon (Communications Director at IISD, 2013-2017)

YANIK SOURISSEAU, PMP P2P SMC

Senior Leader, Future Growth at Princess Auto Ltd.

(204) 952-7094

yaniksourisseau@gmail.com

I worked on various projects with Yanik (Manager, Client Delivery at Celero, 2002-2007)

KAREN LABOSSIERE

Owner, Winterland Beverages

(780) 222-3913

karen@winterlandbeverages.com

I reported directly to Karen.