



## SHARON MATSON

AOCA, Associate of the Ontario College of Art and Design  
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EXPERIENCED SENIOR LEVEL COMMUNICATION DESIGNER AND MARKETING PROFESSIONAL WITH A STRONG BACKGROUND IN CREATIVE DESIGN, BRAND DEVELOPMENT, LOGO IDENTITY, SOCIAL MEDIA CONTENT, PACKAGING DESIGN, AND IDEATION FOR COMPANIES, CLIENTS AND CONSUMERS

### PROFESSIONAL EXPERIENCE

#### MEZZA LEBANESE KITCHEN MARKETING MANAGER

DARTMOUTH, NS, AUG 2022 - NOV 2023

The Marketing Manager position at Mezza Lebanese Kitchen plays a crucial role within the company's marketing and promotional efforts and in promoting the restaurant chain, building brand awareness, driving customer engagement and boosting sales. Created and developed attention-grabbing headlines and innovative marketing campaigns that align with the organization's objectives and target audience, including conceptualizing campaign themes and key messaging.

- Print - Large and small format posters, OOH, Brochures, Menu Design, Direct Mail
- Digital Design - Menu Boards in restaurants, Social Media
- Food Photography and Packaging Design

#### SHARON MATSON COMMUNICATION DESIGN CREATIVE DIRECTOR/OWNER

BEDFORD, NS, JUNE 2018 - PRESENT

Sharon Matson Communication Design is a project based creative communication and design consultant, located in the Halifax, Nova Scotia, working with clients locally and remotely across North America.

- Print - Marketing Collateral, OOH, Direct Mail, Brochures
- Logo Design - Visual Identity Design, Branding, Vectors, Applications
- Social Media - Content Creative, Management and Copy writing
- Packaging Design and Production

#### SUGOI PERFORMANCE APPAREL PACKAGING AND SENIOR GRAPHIC DESIGNER/MARKETING

BURNABY, BC, MAR 2016 - AUG 2017

Research, ideation, packaging, for cycling, training and triathlon apparel. Print production and coordination with International Vendors Global Marketing Directors

- Packaging Re-design and Visual Merchandising
- Production and Packaging Coordinator
- Print Design and Art Direction

#### SHARON MATSON.COM COMMUNICATION DESIGN DIRECTOR

VANCOUVER, BC, 2012 - 2015

Creation, planning, fulfillment of marketing communications and brand development for Web and Print for small to medium size business. Clients include Freshslice Pizza, Blue Sky Communications, Impact Studio, pHood for Life, Imperative Education, Piece of Cake Productions and Qigong Wisdom.

- Consulted directly with clients and companies assessing their needs and goals, with proven ability to turn ideas into products and solutions
- Developed websites from concept to launch
- Printing solutions expert

#### RKW COMMUNICATIONS SENIOR PACKAGING DESIGNER

DELTA, BC, 1 YR/1 MON

Packaging design and management of several ongoing projects with multiple deadlines for large retail brands. Maintained existing brand standards and logo usage while following printer specifications and regulated requirements for packaging. Studio photography and Photoshop retouching. Planned work and carried out tasks with minimal instruction.

- Consistently produced accurate, creative, professional work following detailed procedures and complex dielines
- Secured clients *buy in* with new design direction resulting in increased business
- High productivity with fast turn-around times while following strict deadlines on multiple projects

#### VALIANCE PARTNERS ART DIRECTOR/SENIOR GRAPHIC DESIGNER

BERNARDSVILLE, NJ, 3 YRS/7 MON

Brand development and graphic design for migration and validation software developer in regulated business. Concept development, website design, trade show exhibits, PowerPoint presentations, logo design, and brochure design. Created architectural diagrams for marketing tools, presentations and webinars.

- Launched seven brands - identity design, graphic design and ideation
- Company growth tripled during this period
- Successfully collaborated with company leaders remotely in the U.S. while residing in Vancouver, BC

**MCG COMMUNICATIONS****SENIOR GRAPHIC DESIGNER/PACKAGING**

Researched, analyzed, designed and produced original packaging design and print collateral for large retail brands including catalogs, brochures, advertising, and identity design. Creative copy writing and effective communication written and spoken.

- Increased team's ability to sell ideas, create new business and new products with designs that clients wanted
- Solved creative problems and consistently delivered high quality communication design work

**VANCOUVER FILM SCHOOL****INSTRUCTOR/COMMUNICATION DESIGN DEPARTMENT**

VANCOUVER, BC • 9 MON

As a part-time instructor within the Communication Design Department at VFS, I had the privilege of teaching intermediate and advanced level courses to dedicated full-time students. My role encompassed not only delivering engaging lessons but also crafting comprehensive course materials and captivating visual presentations and fostering a supportive and conducive learning environment, ensuring that each student can thrive and reach their full potential.

- Designed and implemented new curriculum and course materials
- Demonstrated ability to engage and encourage 18 - 20 students while giving positive feedback and fostering group critiques and individual in-class mentoring

**INSPIRATION STATION****OWNER/ART DIRECTOR**

VANCOUVER, BC, 2 YRS

Art Director for Communication Design Firm. Responsible for conceptualizing and designing a wide variety of projects including web design, graphic design, identity design, exhibit design, brochure design and logo identity.

- Direct consultation and collaboration with clients to assess creative direction, goals and needs
- Developed new leads and business contacts resulting in increased client satisfaction and retention
- Established new brand standards for clients and launched corporate websites, trade show exhibits and coordinated print production with international suppliers

**EMILY CARR UNIVERSITY OF ART + DESIGN****INSTRUCTOR/DESIGN ESSENTIALS CERTIFICATE PROGRAM**

VANCOUVER, BC, 2 MON

Instruction of two dimensional design for the Design Essentials Certificate Program. Developed the course curriculum using PowerPoint presentations to clearly show examples and create interest and excitement. Initiated discussion and class participation. Encouraged enthusiastic students to gain a greater understanding of the elements and principals of design.

- Developed course curriculum and materials for a class size of 20 and created a positive environment, showing sensitivity to individual's differences
- Considered and sought diverse perspectives and ideas and encouraged development of unique skills and talents

**BURNTSAND****GRAPHIC DESIGNER**

VANCOUVER, BC, 2 YRS/1 MON

Graphic Designer for North American consulting and technology services company delivering enterprise wide solutions using leading technologies.

Worked closely with company leadership and directors creating architectural diagrams and graphic design for online and off line presentations and proposals.

- Planned and designed trade show exhibits throughout North America and designed coordinated interactive CD's for sales and marketing teams
- Oversaw production with international suppliers, meeting all specs and requirements
- Diagrams and illustrations were adopted for company wide use

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY****INSTRUCTOR/GRAFIC DESIGN FOR NEW MEDIA AND MARKETING**

BURNABY, BC, 6 MON

Developed and taught required courses for students in New Media and Marketing programs. Enhanced and developed course materials.

Courses included class participation, conceptual development and execution of several design projects.

- Created digital presentations for instruction and demonstration and taught introductory and advanced level courses for a class size of 30
- Assessed and monitored students progress including marking of assignments and exams

**VANCOUVER ART GALLERY****GALLERY GRAPHIC TECHNICIAN A/V**

VANCOUVER, BC, 5 MON

Designed and produced way finding signage for gallery exhibits including titles, didactic panels and posters. Large format printing, mounting and installation of signs and titles requiring level, exacting measurements and attention to detail. Operating CAD cutting system and software for vinyl signage. Installing graphic panels and way-finding signage in the gallery.

- Design and Installation of graphic panels and vinyl signage within the gallery
- Highly skilled using production equipment and tools for design, printing and installation

**EDUCATION****ONTARIO COLLEGE OF ART AND DESIGN** – Toronto, Ontario**Communication and Design Department**

AOCA, *Associate of the Ontario College of Art* (4 years full-time, Associates Degree)

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY** – Burnaby, British Columbia**New Media Management Courses****NIAGARA COLLEGE OF APPLIED ARTS** – Welland, Ontario

Art and Design Foundation Certificate (1 year full-time)