

MATT TERNOWAY

DESIGNER + ILLUSTRATOR

mternoway@gmail.com

ternowaydesigns.com

519-400-9855

FUELED BY IMAGINATION

EXPERIENCE

TernowayDesigns.com

2011-Present

Freelance designer

Founded personal design company and have designed for various local and international businesses and non-profit clients such as, Isabel Avery, Aclarus, Quikdo, Katalyst Brewing, United Way GWD, World Vision Canada, Toward Common Ground and Mozilla.

Mosaic

2010-2012

Senior designer

Designer on team for various clients including Dell, Microsoft, ABInBev, Cadbury, Coca - Cola, GSK, Diageo, Walmart, Samsung. Worked closely with ideation & strategy team developing graphics for pitch work / Creation of illustrations & storyboarding for various client projects / Ideation & creation of logo and branding elements for client events.

Koda Media Group

2009-2010

Design lead

Designer at a boutique agency responsible for leading collaboration with freelancers designers and developers to create various microsites and banner ad campaigns for Bank of Montreal Small Business Banking.

PROFICIENCY

Photoshop

Illustrator

Sketch

InDesign

Principle

CSS

SKILLS

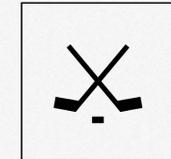
Logo design / Illustration /

Storyboarding / Animation /

Web design / UX / Prototyping

Strong organizational skills / Ability to work & communicate well in agile team environments / Able to contribute unique & creative ideas, as well as expanding upon team ideas / Excellent sense of visual perspective / Strong spatial & organizational awareness / Effective depth of colour abilities

ABOUT ME



Having lived in Toronto for 5 years and now Guelph for more than 10 years, I've had the opportunity to be surrounded by talented people making great things - anything from music, art and architecture to craft beer - my community is inspiring and keeps my creativity flowing. I'm also obsessed with branding, logos and signage. As far back as I can remember I've had a passion for creating logos, anything from contests, team t-shirts to bands, or even fictional companies. I love the extensive thought process and rationale that go into such a simple image.

EDUCATION

Sheridan College / New Media Certificate

2006-2007

Comprehensive training in interactive web design with a special focus on web marketing, user interface, dynamic use of typography as well as design layout and content.

University of Guelph / Fine Arts B.A. Honours

1999-2004

Studied a wide range of fine art disciplines, including; sculpture, painting, and photography, with a special focus on drawing and printmaking.

You may notice a paper airplane icon on my cover; I feel that no graphic should be arbitrary and that everything should tell a story. The paper airplane has been my symbol of personal creativity, born from my childhood summers spending countless hours designing, building and flying them. I have adopted this symbol as my brand to highlight my belief that all great creative is fueled by imagination.