

Matti Scherzinger

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About Me

Tools

Sketch, Figma, InVision, Principle, Adobe Creative Suite, Wordpress, Webflow, basic HTML, CSS, and JavaScript.

Design Skills

Product (UI/UX), interaction design, design strategy, typography, motion design, user research, wireframing, rapid prototyping, journey mapping, persona development, storyboarding.

Education

George Brown College, 2018 – 2019
Post-Graduate Certificate in Interactive Media Management

Cambrian College, 2014 – 2017
Advanced Diploma in Graphic Design

Awards & Honours

Bestfolios, Apr 2019
Portfolio, Editors' Pick

RGD Student Awards, May 2017
Fjord Award for Digital Product Design – Honourable Mention

Studio123 Award for Visual Web Design – Honourable Mention

Community

Blockchain for Social Change
Hackathon, Mar 2019
Communications Lead

Institute without Boundaries
International Charrette, Feb 2019
Team Facilitator

Sudbury Design Society, 2017 – 2018
2nd Vice President

RGD, 2014 – Present
Student Member

I'm a Toronto-based **product designer** and I want to use technology to help make people's lives more fulfilling.

Relevant Experience

Greater Sudbury Chamber of Commerce

Digital Content Intern, Oct 2017 – Aug 2018

I worked with a colleague to spearhead a website content audit, identify usability and communication issues, then complete a redesign of the site. As a result, user experience was improved dramatically and visitors to our website no longer needed to call us to learn basic information. I also designed a wide breadth of digital marketing pieces and maintained websites through multiple iterations.

Studio123

Design Intern, Nov 2016 – Apr 2017

I conceptualized and created client websites, brands, and marketing pieces from end-to-end. I spoke with clients to identify their needs; developed sketches, information architecture, wireframes, and high-fidelity designs; and presented the end results to the clients. Clients of note include Desjardins, Northern Lights Festival Boréal, and Pinchman's Bakery.

Freelance Designer

2015 – Present

I conduct research and develop information architecture, user flows, wireframes, UI elements, and final designs of websites for a variety of clients. I build brands and create marketing pieces that follow brand guidelines. Clients of note include CBC/Radio-Canada, River and Sky Camping and Music Festival, and Up Here Urban Art and Music Festival.

Projects of Note

Maria Toorpakai Foundation

Project, Oct 2018 – Mar 2019

I consulted on UX and strategy to conceptualize a blockchain network which enables tokens to be anonymously transferred to underprivileged young athletes in Pakistan, where they can be exchanged for goods and services from various partner organizations.