

Matthew Shaw

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Portfolio: <https://www.matthewshawportfolio.com>

PROFILE

I am a Multimedia Specialist with a background in Communications and Psychology, and specialized skills in Interactive Media. I have a passion for the field of video and strive to continually learn and improve upon my design skills. My education and work history have provided me with vast experience in content creation. Over the years I have produced various digital assets in graphical, video, and written forms. My studies in communication help me understand optimal ways to disseminate information, while my specialization in digital media aids in my ability to convey ideas in a simplified and aesthetic manner.

CAREER HIGHLIGHTS

- Produced Vigilant AI's launch video that reached over 1000 impressions across socials in its first week.
- Grew the CCS's Instagram following by 10% using Hootsuite and Instagram analytics.
- Interviewed the new CEO of Code.ngo and produced a video welcome message for their website.
- Invited to speak on thesis research at the Carleton CGC Conference.

WORK EXPERIENCE

Vigilant AI (Freelance)

November 2023 – Present

Motion Graphics Designer

Ottawa, ON

- Communicated key ideas to clients through storyboards and in-person meetings.
- Utilized skills in graphic design to produce vector graphics that were used throughout the project.
- Performed voice over, audio enhancement, and sound design which vastly increased production value.
- Animated text, logos, and other vector icons to deliver a powerful story.

Code.ngo (Freelance)

September 2023 – Present

Video Editor, Videographer

Ottawa, ON

- Collaborated with clients to understand their vision and requirements.
- Organized and set up shots including all audio, lighting, and filming equipment.
- Filmed, edited, and assembled raw footage into engaging video products.
- Enhanced video products with music, graphics, and audio adjustments.

Hydro Ottawa

May 2021 ~ August 2022

Digital Content Advisor, Head of Student Committee

Ottawa, ON

- Led and produced a series of influential recruitment videos, which highlighted student experiences along with the benefits of working at Hydro Ottawa.
- Designed promotional material that aided in the advertisement of internal events.
- Organized and hosted a summer student competition which helped build rapport between new hires.
- Updated the company intranet with new graphics and daily articles.

Centre for Student Academic Support (CSAS)

August 2020 - April 2022

Team Lead, Facilitator

Ottawa, ON

- Furthered Carleton first-year students' knowledge of lecture material using various digital mediums.
- Brainstormed collaborative activities that simplified and clarified key concepts covered in lectures.
- Scheduled and hosted weekly seminars over Zoom.
- Produced digital worksheets that were released through weekly email updates.
- Conducted performance reviews and met with upper staff to determine employee promotions.

Carleton Communications Society (CCS)

September 2019 - April 2021

VP of Communications, Year Representative

Ottawa, ON

- Enhanced CCS's brand awareness through engaging social media marketing campaigns.
- Redesigned the team's website, improving accessibility to the club's vital online resources.
- Collaborated with the VP of special events to help promote various networking opportunities.
- Presented speeches in front of large audiences to help increase interest and engagement in events.

SKILLS & INTERESTS

Skills:

- Adobe suite:
 - Premiere Pro, After Effects, Audition, Illustrator, Photoshop, InDesign, XD.
- Google suite:
 - Google Drive, Google Docs, Google Sheets, Google Hangouts.
- Microsoft suite:
 - Microsoft Word, PowerPoint, Excel.
- Design tools:
 - Figma, Canva.
- Communication platforms:
 - Zoom, Microsoft Teams, Slack.
- Hardware:
 - MAC and Windows OS.
- Cameras:
 - Sony Alpha a7iii.
 - Canon Rebel T2i and T8i.
 - Nikon Coolpix B700.
- Programming languages:
 - HTML, CSS, JavaScript.
- Content Management Systems (CMS)
 - WordPress, Wix, Sharepoint.
- Social media management:
 - Hootsuite.

Interests:

Animation | Blender | Cinematography | Content creation | Colour grading | DaVinci Resolve | Music production

EDUCATION

Algonquin College

2022 – 2023

Interactive Media Management Graduate Certificate

Ottawa, ON

- Refined skills in graphic design, video editing, photography, animation, and coding.
- Worked closely with program coordinator to create new informational material for future students.

Carleton University

2018 – 2022

Communication and Media Studies B.A. Combined Honours

Ottawa, ON

- Advanced my critical thinking and writing capabilities while evaluating the current media landscape.
- Actively engaged in my community as a member of the Carleton Communications Society.
- Promoted awareness for mental health services as a member of the Mental Health Champions club.