

MATT TERNOWAY

DESIGNER + ILLUSTRATOR

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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, Sonatype, Katalyst Brewing, United Way GWD, World Vision Canada, and Toward Common Ground.

Mozilla
2012-2017

Designer

Design lead on a small agile team for Firefox desktop retention/on-boarding with a key focus on prototyping and storyboarding. Responsible for monthly social media and newsletter visuals. Created illustrations used for campaigns, t-shirts, stickers & banner ads. Designed various microsites for Mozilla Developer Network.

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.

PROFICIENCY

Photoshop

Illustrator

Sketch

InDesign

Principle

CSS

SKILLS

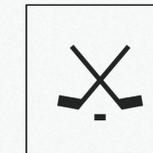
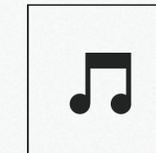
Logo design / Illustration /

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.