

# MATTHEW CRANS

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## EXPERIENCE

### PUBLICATION DESIGNER – HAMILTON-BURLINGTON SOCIETY OF ARCHITECTS (HBSA)

HAMILTON, ON – WINTER 2021/2022

- Designed a 55 page publication showcasing affordable housing proposals
- Developed a common visual identity to unite four visually distinct projects
- Expanded condensed panels into full-length chapters, highlighting previously-unshowcased renderings and floorplans; published via [HBSarchitects.ca](https://HBSarchitects.ca)

### WEB DESIGNER – IRENE FEDEMMA / SWITZER-CARTY TRANSPORTATION

HAMILTON, ON – SUMMER 2019

- Collaborated with local designer to redesign the [Switzer-Carty Transportation](#) website
- Migrated content to newly-built Wordpress site, utilizing Themes and custom HTML/CSS
- Modernized UI to reflect current patterns and standards; implemented web design best-practices, WCAG accessibility requirements, and cross-platform responsiveness
- Reduced overhead by utilizing visual assets licensed under Creative Commons

### WEB DESIGNER – PRIDE HAMILTON / FIERTÉ CANADA PRIDE

HAMILTON, ON – JANUARY 2019 to MAY 2019

- Managed frontend and backend migration from WIX to Wordpress, and conducted full visual redesign of site with funding from national pride org, Fierté Canada Pride
- Developed site using Elementor Pro; provided Pride Hamilton with custom Theme templates and style guide for future collaborators to easily manage site edits
- Met regularly with Board of Directors to take feedback and report progress; provided Fierté Canada Pride with summary report at completion of project

### MULTIMEDIA & UX DESIGNER – RBC TECHNOLOGY & OPERATIONS; RBC AMPLIFY + CBI

TORONTO, ON – MAY 2016 to SEPTEMBER 2018

- Led visual design of program communications for [RBC Amplify](#), an innovation incubator for small teams of co-op students to research and develop valuable projects in areas of emerging financial technology
- Provided branding, graphic, motion, and UX/UI design support to 36 teams of students over two summers; developed content strategy and managed delivery of promotional content across internal-facing platforms
- Filmed, edited and published internal-facing docuseries focused on the Amplify student experience and events from the program
- Supported production of final pitch competitions, designing signage, decor and material design + production of physical trophies
- Amplify awarded over \$50k in scholarships to top-performing students; 11 provisional patents filed in first two years of operations, naming students as patent authors
- Provided additional support to teams across RBC T&O: T&O Student Program Team, Corporate Strategy & Communications, Intrapreneurship, and Core Banking Integration (CBI)
- Additional projects included the internal rebranding of the Core Banking Integration business unit; designed and published a digital resource hub for CBI's employees to improve and standardize visual design of enterprise-facing communications

# SKILLS & TECHNOLOGY

## WEB DESIGN

HTML / CSS | Wordpress CMS / Themes | Elementor Pro | Webflow | Framer

## UX METHODOLOGY & PROTOTYPING SOFTWARE

*Methodologies:* User interviewing | Competitive analysis | Feature auditing + Heuristic analysis | Assumption mapping | Customer/User Journey mapping | Flow diagramming | Prototyping | Wireframing | UI + surface design | AI-assisted synthetic research

*Prototyping Software:* Figma | Miro | Adobe XD

## VISUAL DESIGN & MULTIMEDIA

*Adobe CC:* Photoshop | Illustrator | InDesign | After Effects | Premiere Pro | Audition

*Material Fabrication:* 3D printing | Laser-cutting | Mold-making | Cement | Silicone | Wood | Acrylic

*Other:* Canva Pro | Analog/hand-drawn illustration

## GENERATIVE A.I.

*Visual Media:* Midjourney | Pika.art, Google Flow

*LLM:* Claude Sonnet, Google Gemini, Chat-GPT

*Model Training:* Outlier.ai

## SOFT SKILLS & COLLABORATION SOFTWARE

*Soft Skills:* Public speaking | Workshop facilitation | Team-building | Stakeholder relationship management | Writing + editing | Knowledge, awareness and practice around principles of accessibility, equity & inclusion

*Collaboration Software:* Asana | Trello | Google Suite | Microsoft Teams | Zoom | Discord

*Languages:* English (native) | Spanish – 70%, one year international study abroad | French – 70%, six years French immersion schooling

# EDUCATION

## INTERACTION DESIGN FOUNDATION (IXDF) – UX/INTERACTION DESIGN + RESEARCH

TORONTO, ON (REMOTE, ONLINE) – CURRENT

## OCAD UNIVERSITY – ILLUSTRATION, DIGITAL FUTURES – B.DES (PARTIAL)

TORONTO, ON – 2011 TO 2017

## LA UNIVERSIDAD INTERNACIONAL – SPANISH LANGUAGE CERTIFICATION

CUERNAVACA, MÉXICO – 2007 TO 2008