

Matthew Shepherd

GRAPHIC DESIGNER

matt@dn3.ca | 647.471.6714

10 years agency + 10 years freelance
in corporate communications,
promotion, branding, web & UI, Social
Media and marketing.

Bringing strong leadership skills, a
digital ninja... *thinking inside the box.*



CAREER

DN Media

ART DIRECTOR 2015 – 2023

Church & Dwight

AGENCY ART DIRECTOR 2010 – 2015

The Marshall McLuhan Institute

BOARD MEMBER 1999 – 2009

***Cloak & Dagger* AM640**

RADIO HOST 1999 – 2003

Toronto Shotokan

INSTRUCTOR 1998 – 2005

Canada Clan E-Sports

FOUNDER 1998 – 2008

FREE TIME

Fingerstyle Guitar

Seagull 6 Acoustic

Overwatch 2

DPS Hanzo Main

Lamp Design

Hardwood & Resin

Vectors

Pop/Deco Art

Advertising Art

Pencil/Charcoal

Woodworking



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EXPERIENCE

In 2010 my partner and I started [Toronto's first all Digital Agency](#) targeting National Brands. We took our clients through their first steps into a new age of consumer interaction via websites, promotions and digital advertising while supporting the traditional agencies in print, live event, sponsorship and influencer campaigns.

Eventually these clients' needs settled into a routine and I shifted focus to newer and more diverse businesses looking for greater innovation in the digital space via new technologies, Apps and Social Media.

36 BRANDS YOU MIGHT RECOGNIZE



SKILLS

MEDIA

★★★★★ Photoshop
★★★★★ Illustrator
★★★★★ InDesign
★★★★☆ Premier
★★★★★ Audition
★★★★★ UI/XD
★★★★★ Typography
★★★★★ Print
★★★★☆ Packaging
★★★★☆ Fine Arts

WEB

★★★★★ CMS
★★★★★ HTML
★★★★★ CSS
★★★★★ Bootstrap
★★★★☆ PHP
★★★★☆ Java Script
★★★★★ File Formats

COMMUNICATIONS

★★★★★ Writing
★★★★★ Wordpress
★★★★★ Shopify
★★★★☆ Canva
★★★★★ Streaming
★★★★★ Social Media
★★★★★ Office

WORK ETHIC

★★★★★ Teamwork
★★★★★ Leadership
★★★★★ Efficiency
★★★★★ Planning

60 TOOLS I LIKE



CASE STUDY TITIKA

TITIKA Active Couture | <http://titika.ca>
6 YEARS | Art Director, Graphic Designer,
Marketing Manager, Social Media Manager

RESPONSIBILITIES

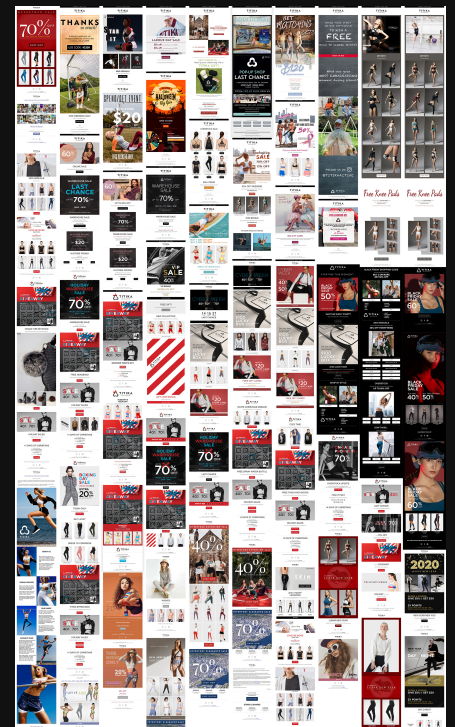
- ✓ Website Design & Updates
- ✓ Sales & Promotion Planning and Execution
- ✓ Shopify Backend Maintenance and Apps
- ✓ Eblasts & Social Media Campaigns
- ✓ Strategy, New Vehicles, Presenting & Reporting
- ✓ Customer Service, Points Program & Tracking
- ✓ Daily Tasks, Continuity & Corrections
- ✓ Coding, Patching, Quality Control

THE CHALLENGE

TITIKA is a Canadian company of 13 years with a significant presence in China. One of the primary goals of their North American operation is to establish strong Western roots in the minds of their customers in Asia. To accomplish this, expectations of both regions must be met. Body image and lifestyle preferences are examples of how each customer base is unique.

SOLUTIONS

- 1 Shopify Premium Online Store
- 2 Regional Websites (NA, HK, CN)
- 3 Strong Influencer Program
- 4 List Management, Flows & Eblasts
- 5 Social Media support & online ads
- 6 Graphical Points of Distinction



EXAMPLE SUCCESS

- ✓ 1,200 Eblast Campaigns
- ✓ 20 Million Deliveries
- ✓ 277,000 Visits
- ✓ \$1,000,000 Revenue

TITIKA
ACTIVE COUTURE™



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CASE STUDY TITIKA

Planning, production and delivery of campaigns is a team effort but the graphic designer is responsible for the visuals which must **stay true to the brand, enhance the message and resonate with the target audience.**

The following showpiece used multiple source images to anchor a campaign targeting TITIKA's loyal customer base which had drifted over time, away from new customer demographic.



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CASE STUDY TITIKA

Being a multi-national brand, TITIKA's communication strategy must be sensitive to the unique needs of each region.

As lead designer I had an opportunity to create a detailed **Design & Style Guide** that allows for the global organization's diversity.

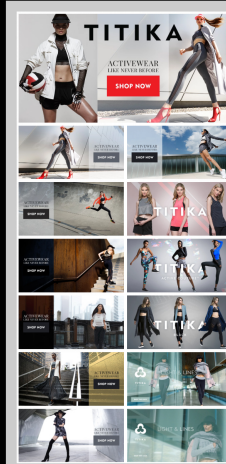
BIGGEST CHALLENGE

✓ Models & Lifestyle

TITIKA's customers in China tend to gravitate to brands with a strong North American presence **BUT** they maintain their differences in Model & Lifestyle preference.

Communications needed to walk a fine line between differing social values. The greatest challenge was maintaining an internal corporate dialogue to ensure the brand position was respectful not only to it's customers but also to the TITIKA global teams and local social values.

HOMEPAGE BANNER



2560x1400

SHOP NOW

*disclaimer in lowercase 10pt italic, high contrast, no effects

FILE TYPES & COMPRESSION

JPG complex backgrounds
· progressive 4:2:2 90-96%
· >750KB

PNG simple backgrounds
· true color NeuQuant AdvPNG
· >1250KB

GIF animated images
· 256 Colors prioritizing skin tone
· >2MB

****REMOVE ALL META DATA****

Future Format
webp >2MB
2560x1400
cloud hosted

RENDERED BLOCK

box-sizing	border-box
color	rgba(0, 0, 0, 0.87)
display	block
font-family	Montserrat, HelveticaNeue
font-size	14px
height	222.578px
line-height	28.0001px
outline-color	rgba(0, 0, 0, 0.87)
outline-style	none
outline-width	0px
position	relative
text-rendering	optimizelegibility
text-size-adjust	100%
visibility	visible
width	487px
webkit-tap-highlight-color	rgba(0, 0, 0, 0)

THEME OPTIONS

WIDTH container 12/12

SIZE original

ALIGNMENT middle/center

DISPLAY desktop & mobile

OVERLAY [see webmaster]

LINK required

SLIDER OPTION

MAX 6 slides

WIDTH container

LOOPS infinite/autoplay

ARROWS 'dark - rectangle'

ATTRACTION 0.050

FRICTION 0.050

VIDEO OPTION

HOST private

SIZE 1920x1080 mp4

BIT RATE 128kbps

AUDIO 48kHz

FAMES 30 (23.98)

META full copyright

NOTES

pre-launch available ·
maximize mobile legibility ·

POST PROCESSING LIMITS

unsharpen mask: 25%/1.0/0 ·
smart blur: 3.0/25.0 ·
brightness/contrast: +-10% ·
colour correction: none ·
transparency: none ·

[.myshopify.com/admin/themes/](https://myshopify.com/admin/themes/)

©2020 TITIKA Active Couture | V0.01.0

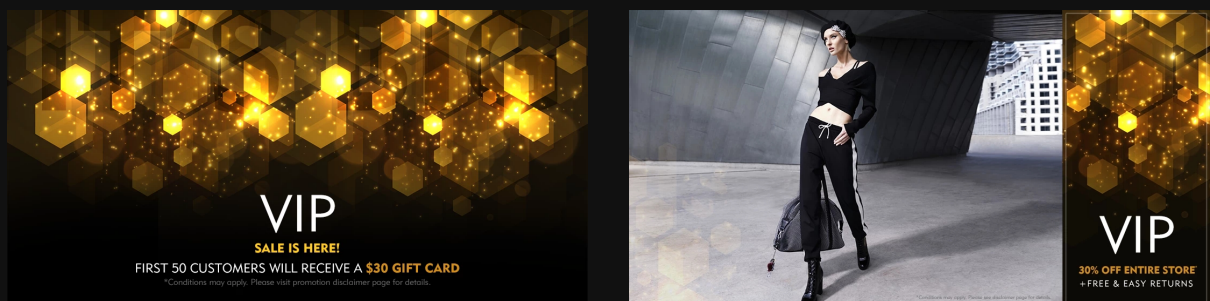
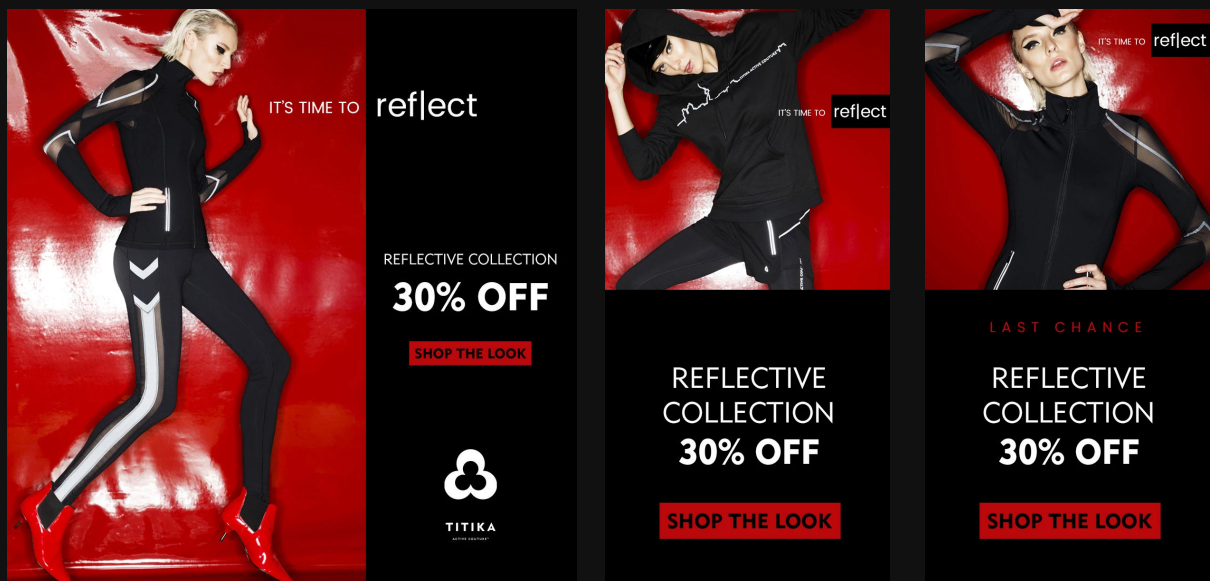
<https://dn3.ca/showcase.shtml>

Creating the Technical Guidelines was the **EASY** part for this organization. :)



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CASE STUDY TITIKA



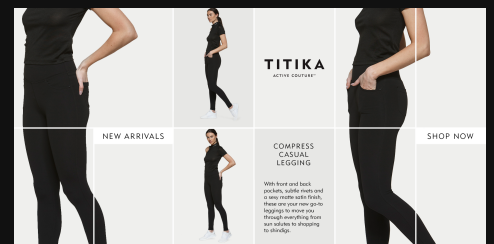
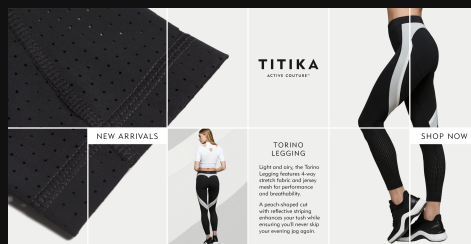
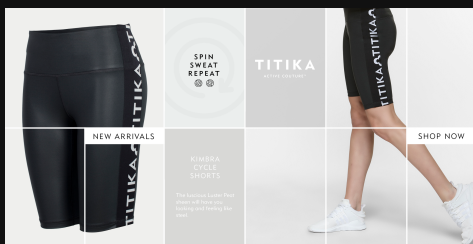
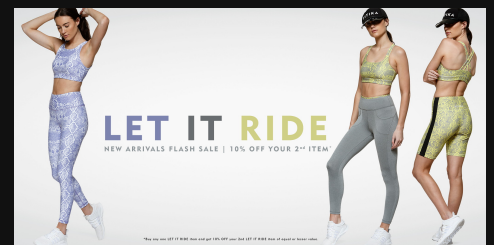
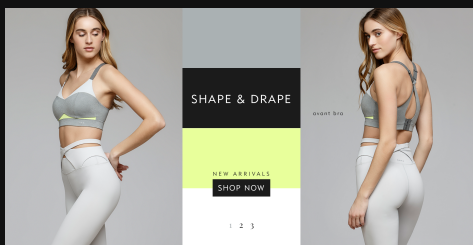
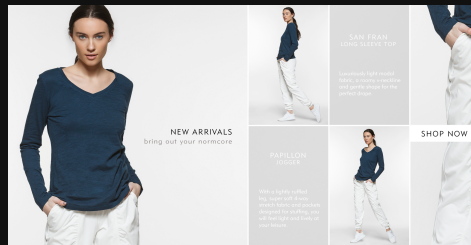
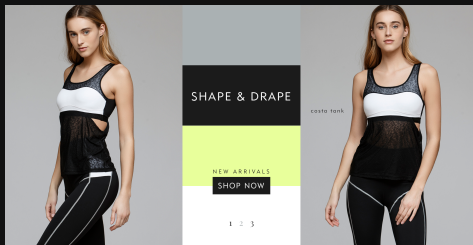
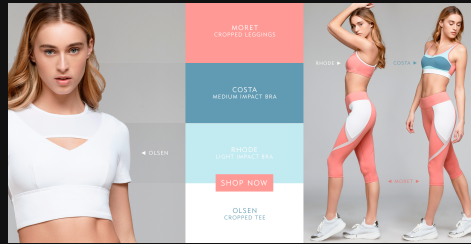
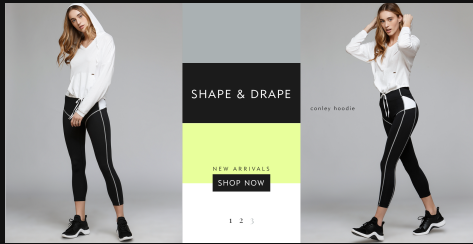
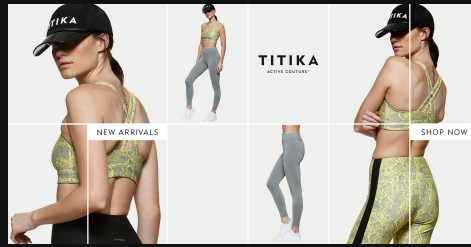
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CASE STUDY TITIKA



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CASE STUDY TITIKA



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A FEW REASONS WHY I LOVE WHAT I DO...

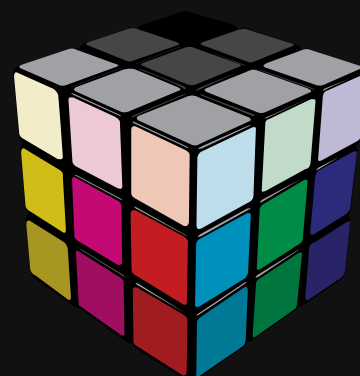
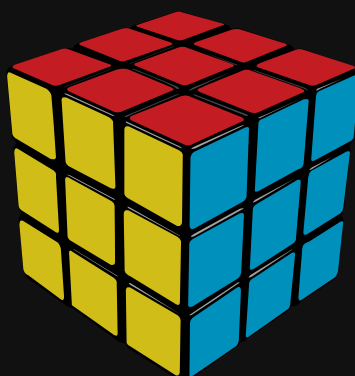
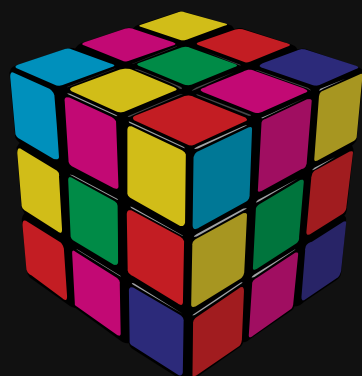


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FUN WITH COLOUR

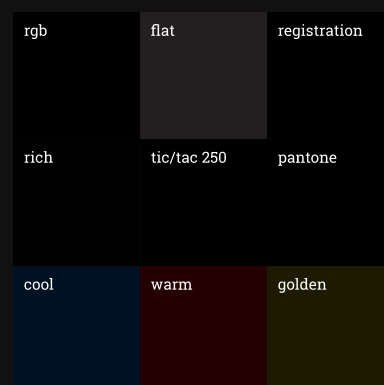
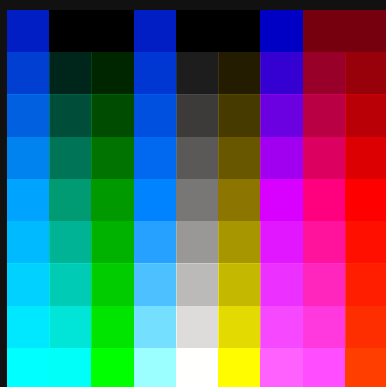
When colour choices are not made by a Design or Branding Guide, I often employ my own invention - the colour cube.

It shows the legal values, tints and shades in a proposed schema and can illustrate priority and proportional use.



PALETTES

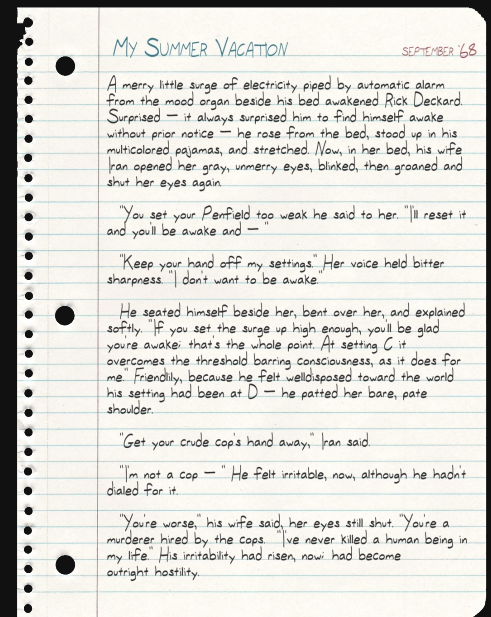
The colour system is then assigned - values mapped and adjusted for required mediums before being added to a Design Guide.



FUN WITH FONTS

A hand-written font that reflected my personality didn't exist so I designed **Felt Tip Marker** which I use for notations and tool tips in presentations.

Open Source libraries work for everything else. :)



Felt Tip Marker

[illegible]

A+
Good work! 😊

FUN WITH FILE GENERATION

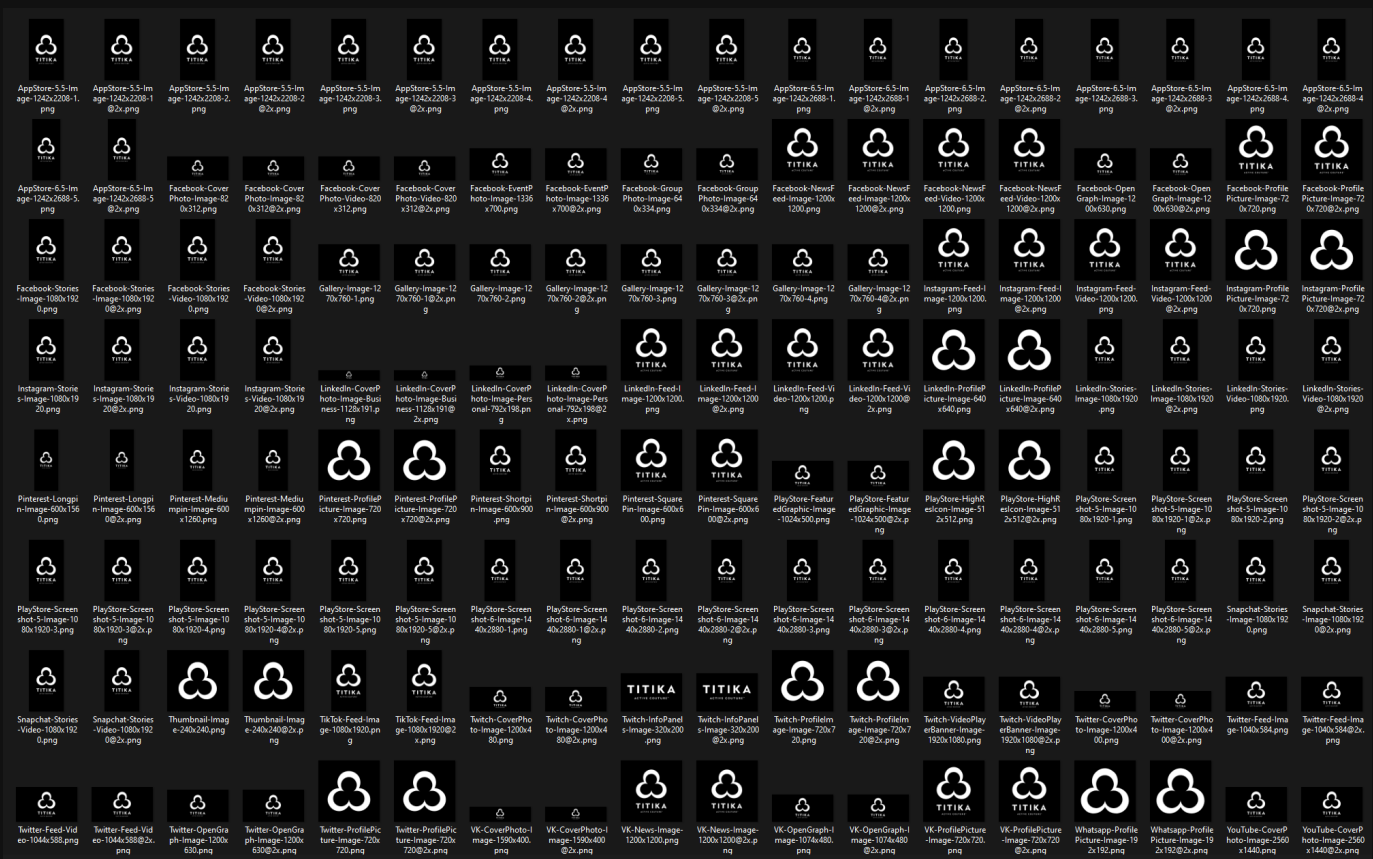
Using the best script, macro or software to generate files saves time and improves quality. Rendering techniques are an essential part of my workflow.

R.I.O.T. or a similar third-party rendering engine can then batch process.



UX/UI with XD

Hundreds of files rendered and named in a single click!



DESIGN VERSATILITY SAMPLES



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CANADA'S MOST AFFORDABLE MID-SIZE SEDAN

\$16,395
173 - 233 HP
42 MPG HWY
A 2013 IIHS TOP SAFETY PICK



2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK

PENTASTAR 2.4L I-4 ENGINE ONE OF FIVE TO BEST ENGINES

DODGE STYLE. CANADIAN VALUE

HIGH TECH AND GREAT TUNING MAKE DART THE MOST ADVANCED MID-SIZE SEDAN

CANADA'S #1 SELLING CROSSOVER

\$19,495
173 - 233 HP
37 MPG HWY
A 2013 IIHS TOP SAFETY PICK



2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK

CANADA'S MOST VERSATILE CROSSOVER

THE LARGEST TOUCH SCREEN IN ITS CLASS

POWER PAST THE PUMP WITH BEST-IN-CLASS FUEL ECONOMY

2013 DODGE GRAND CARAVAN CANADA'S BEST-SELLING MINIVAN FOR 29 CONSECUTIVE YEARS.
FAMILY GROW. AND WE GROW WITH THEM.



INDUSTRY-EXCLUSIVE SUPER STON 'N GO

2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK

BEST-IN-CLASS TOWING 3600 LBS

TWO BLU-RAY PLAYERS, 4 HD CHANNELS, HD DVD, DVD, AND USB. REDEFINED.

BEST-IN-CLASS STANDARD V6 HORSEPOWER AND V6 DRIVING RANGE

\$27,495
292 - 470 HP
4.8 MPG HWY
A 2013 IIHS TOP SAFETY PICK



LOADED WITH AWARDS. 2013 INSURANCE INSTITUTE FOR HIGHWAY SAFETY TOP SAFETY PICK

CHARGER SRT. DRIVEN BY A HUNTER POWER.

DESIGN THAT COMMANDS ATTENTION

HERITAGE DESIGN MEETS 21ST CENTURY TECHNOLOGY

100,000+ WAYS TO CUSTOMIZE
LOOKS NO OTHER CAR CAN MATCH

★★★★★
2013 DODGE DART EARNED 5 STAR NHTSA SAFETY RATING



UNSURPASSED IN SAFETY & SECURITY

FUEL-EFFICIENT, ADVANCED & POWERFUL

TECHNOLOGICALLY ADVANCED

WORLD-CLASS DESIGN INSIDE AND OUT

POWERFUL AND EFFICIENT

\$24,495
305 - 470 HP
39 MPG HWY
2012 CONSUMERS DIGEST BEST BUY



2012 CONSUMERS DIGEST BEST BUY

CHALLENGER SRT. DRIVEN BY A HUNTER POWER.

CLASSIC MUSCLE WITH STATE-OF-THE-ART SAFETY

A LONG WAY FROM SALE & LEASE





IMPRESSIVE!

You've reached your first REality® Milestone! You've impressed us and you should be impressed with yourself. The more you use Reality the more steps you take towards a higher income!



SUPERIOR!

You're a statistical superhero. Your superior use of REality® means your income should be taking a superior leap.



SERIOUS!

You're no joke! Serious REality® users like yourself should sell two more homes than usual. Continue to take your career



CHAMPION!

Once a champion, always a champion! It's true, you're in the top usage. Don't stop the hard work now, REality® was made for champions.





GRAPHIT PRO

METRIX *for* LENDERS
mortgageMX



DECISION MAKING SOFTWARE FOR
LENDERS AND PORTFOLIO MANAGERS





SPIRITS

Bar Rail

Smirnoff	6
Bacardi	6
Superior	
Gordon's Gin	6
Forty Creek	6



Liqueurs

Frangelico	6.5	Grand Marneir	6.5
Cassis	6.5	Goldschläger	6.5
Sambuca	6.5	Disaronno	6.5
Ouzo 12	6.5	Peach Schnapps	6.5
Martini Rosso	6.5	Bailey's	6.5
Fireball	6.5	Kahlua	6.5

Premium

Grey Goose	7.5	Jose Cuervo	7.5
Belvedere	7.5	Tanqueray	7.5
Jack Daniel's	7.5	St. Remy vsop	7.5
Hennessy	7.5	Drambuie	7.5
Glenfiddich	7.5	Malibu	7.5
Crown Royal	7.5	Captain Morgain	7.5
Chivas	7.5	Jameson	7.5
Jägermeister	7.5		

Johnny Walker Platinum Label	13
Hennessy VSOP Cognac	11



BEER

Domestic		Import	
Coors Light	6	Corona	7
Molson Canadian	6	Heineken	7
Bud Light	6	Stella Artois	7
Budweiser	6	Modela Especial	7
Rickard's Red	6	Michelob Ultra	6.5

Bud Prohibition* 6

COOLERS

Bud Light Radler 7
- Grapefruit

Palm Bay 7
- Strawberry-Pineapple
- Ruby Grapefruit Sunrise
- Mango Passionfruit
- Dragonfruit Watermelon
- Pomegranate Hibiscus

DRAFT



SPECIALTY COFFEES

Irish Coffee 7
Irish Whiskey, Brown Sugar, Whipped Cream

Spanish Coffee 7
Rum, Coffee Liqueur, Coffee, Whipped Cream

Monte Cristo 7
Kahlua, Grand Marnier, Coffee, Whipped Cream



B52 7
Grand Marnier, Kahlua, Coffee, Irish Cream, Whipped Cream

WINE

House	6oz	9oz	BTL
PELEE ISLAND Merlot, Canada	7	10	26
PELEE ISLAND Cabernet Sauvignon, Canada	7	10	26
PELEE ISLAND Pinot Grigio, Canada	7	10	26
PELEE ISLAND Chardonnay, Canada	6.5	9.5	25

Red	6oz	9oz	BTL
CONO SUR BICICLETA Pinot Noir, Chile	7	10	29
ROBERT MONDAVI (Private Selection) Pinot Noir, USA			42
MASI BONACOSTA Valepolicella Classico, Italy			39
MCMANIS Cabernet Sauvignon, USA			44
J. LOHR (Seven Oaks 2012)			49

White	BTL
OYSTER BAY Sauvignon Blane, New Zealand	42
LINDEMAN'S BIN 85 Pinot Grigio, Australia	29
MASI Soave Classico DOC, Italy	32



A stylized graphic of the Golden Gate Bridge in San Francisco. The bridge is rendered in a vibrant red color against a light blue sky and a yellowish-orange background. A basketball is visible in the top left corner.

GAME 2 | FLAGSHIP STORES CHALLENGE

WINNER!

UNION STREET

2042 Union Street, San Francisco

ALL NEW CANADIAN SUBSCRIBERS GET 1500 TITIKA POINTS (\$15 VALUE)

SUBSCRIBE BELOW OR IN THE POPUP

TITIKA Active | ATHLESURE REFINED

A stylized graphic of the Toronto skyline. The CN Tower is the central focus, rendered in a light blue color. The sky is a mix of blue and white clouds. A basketball is visible in the top left corner.

GAME 1 | FLAGSHIP STORES CHALLENGE

WINNER!

QUEEN STREET

357 Queen Street West, Toronto

ALL NEW CANADIAN SUBSCRIBERS GET 1500 TITIKA POINTS (\$15 VALUE)

SUBSCRIBE BELOW OR IN THE POPUP

TITIKA Active | ATHLESURE REFINED





GAGNER 1000\$
pour les droits de scolarité
et les livres



À quoi faut-il penser à part d'avoir des
relations **SEXUELLES AGRÉABLES?**

1 personne sur 6 sera atteinte d'une ITS*
avant d'avoir atteint ses 25 ans

*(infections transmises sexuellement)

L'utilisation de condoms de latex peut diminuer
significativement votre risque de contracter une ITS.

Inscrivez-vous pour gagner : www.trojansafesex.ca

WIN \$1000
for tuition or books



What else is there to think about besides
ENJOYING SEX?

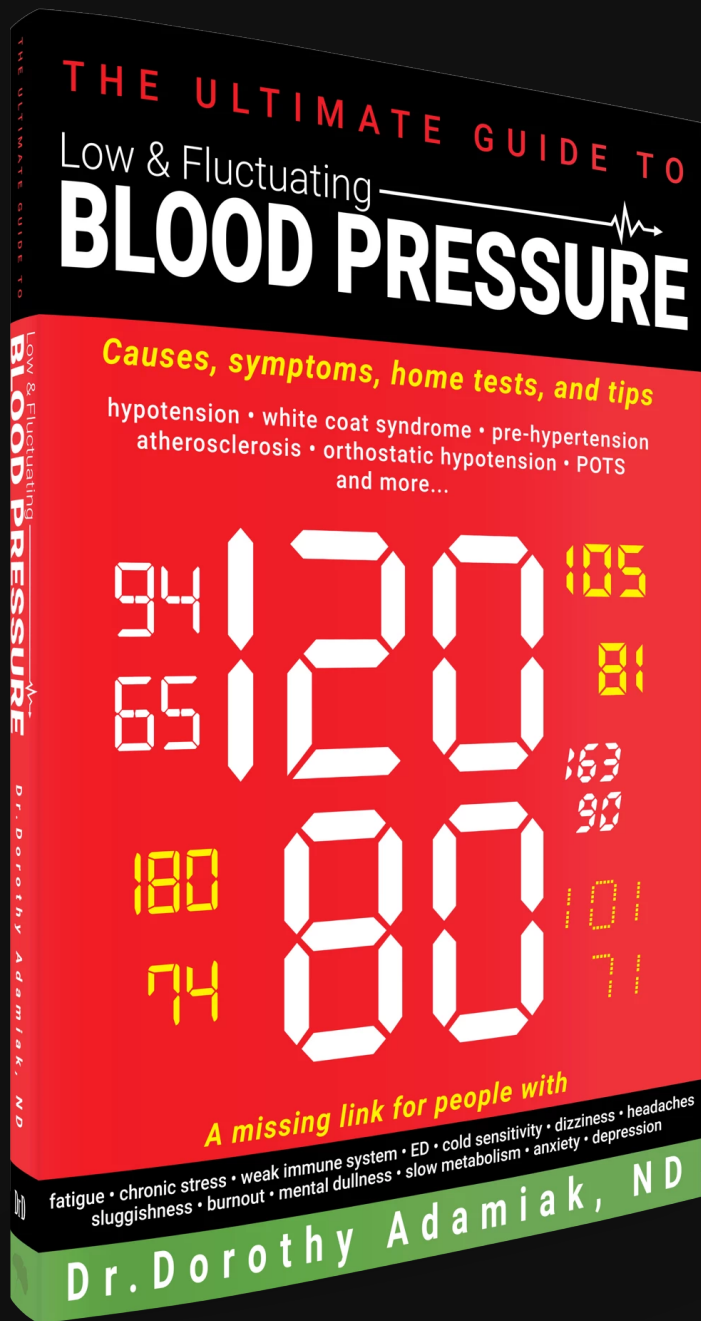
1 in 6 people will have an STI* by age 25

*(Sexually Transmitted Infection)

Using latex condoms can significantly
reduce your risk of STIs.

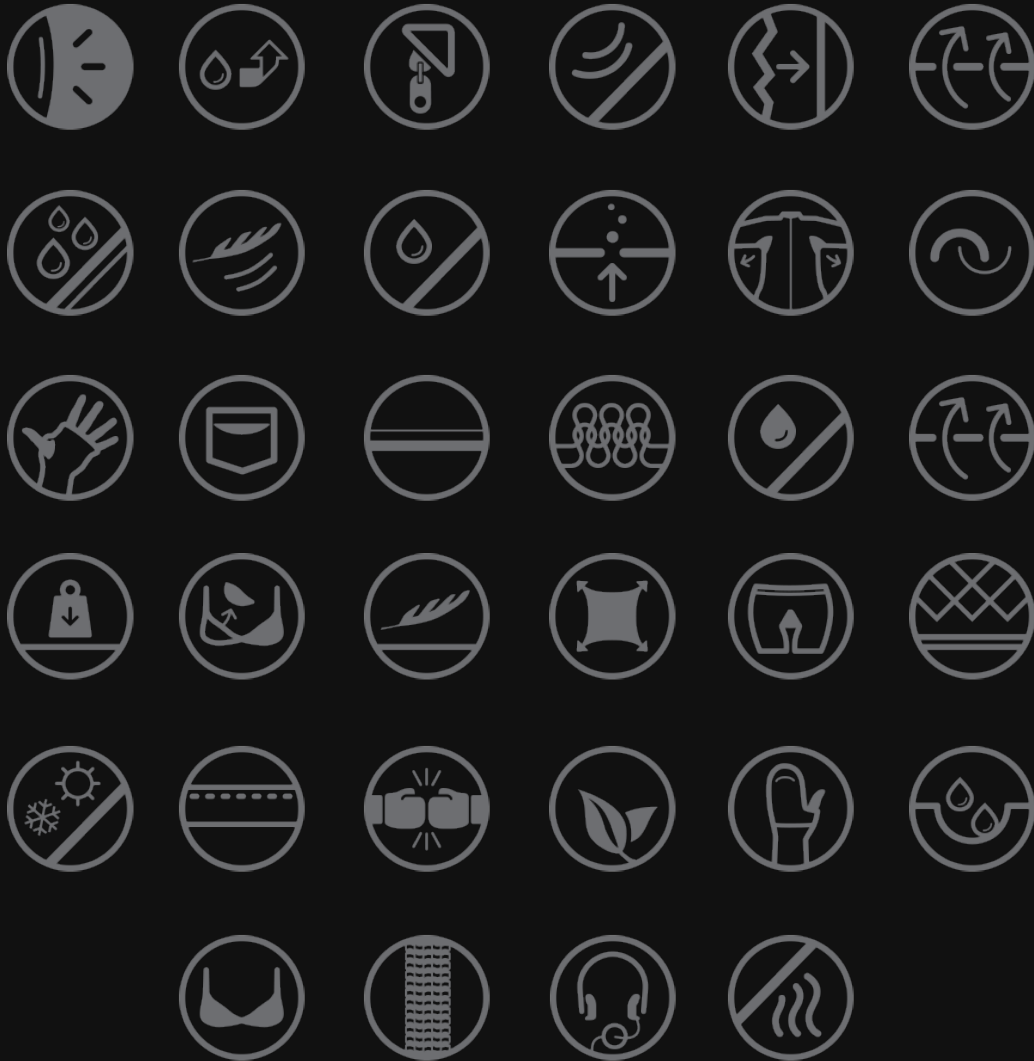
Enter to win : www.trojansafesex.ca

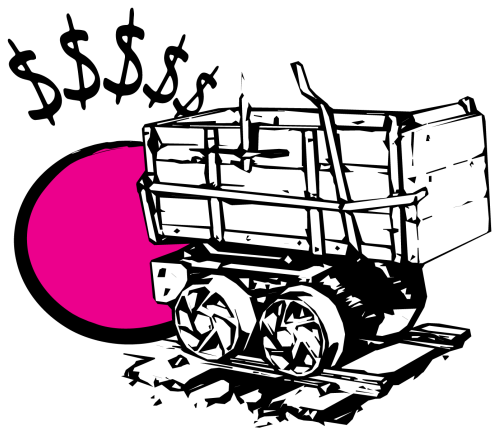




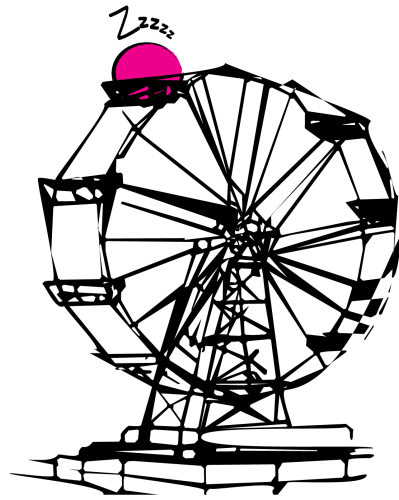
thinking inside the box



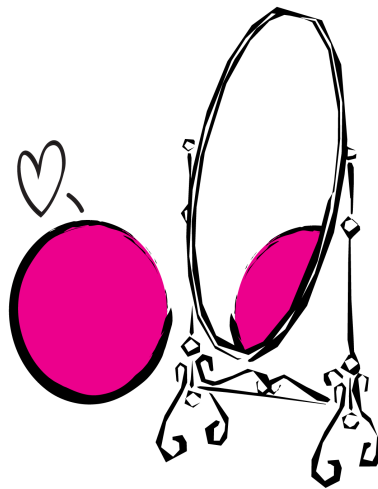




Gold Mine



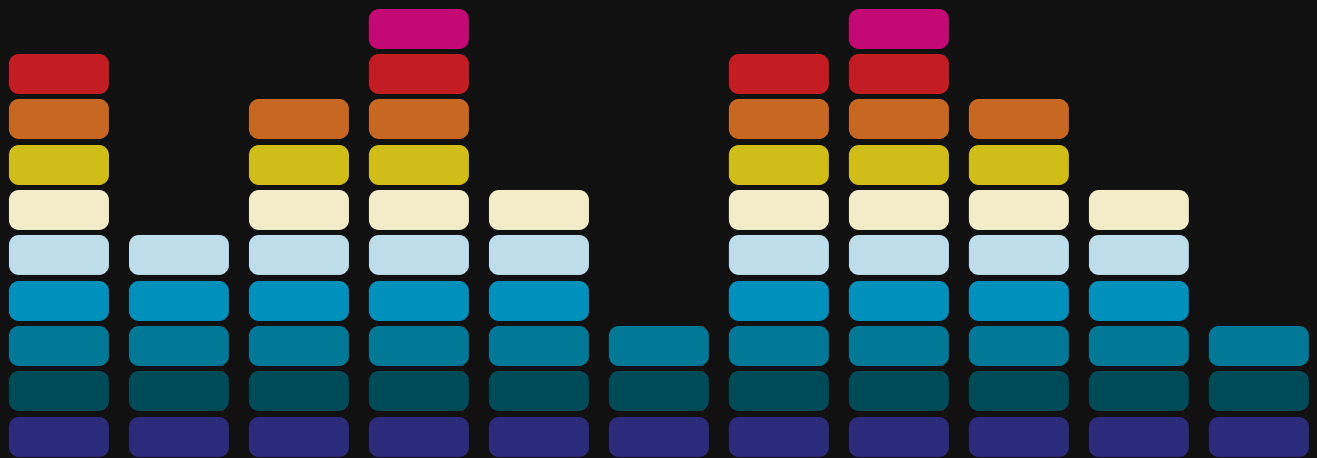
Ferris Wheel



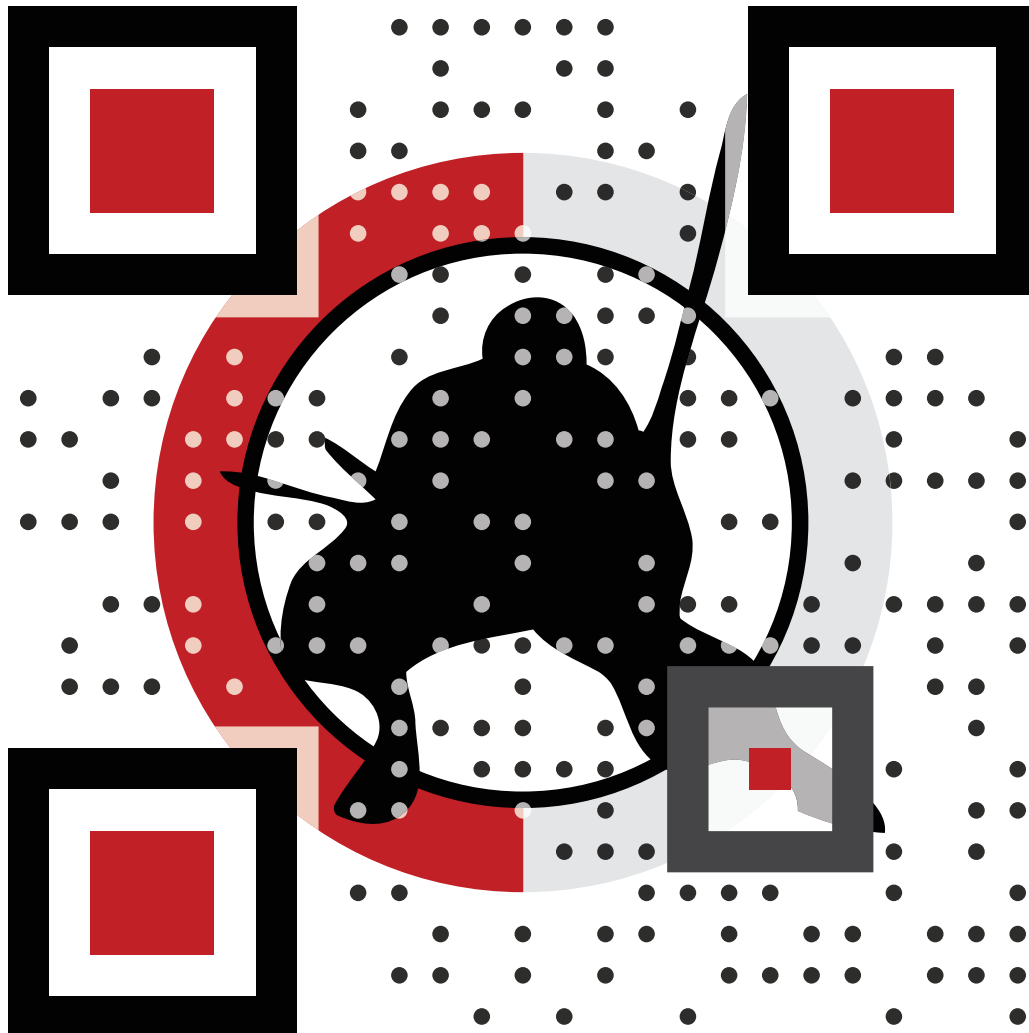
Mirror, mirror



thinking inside the box



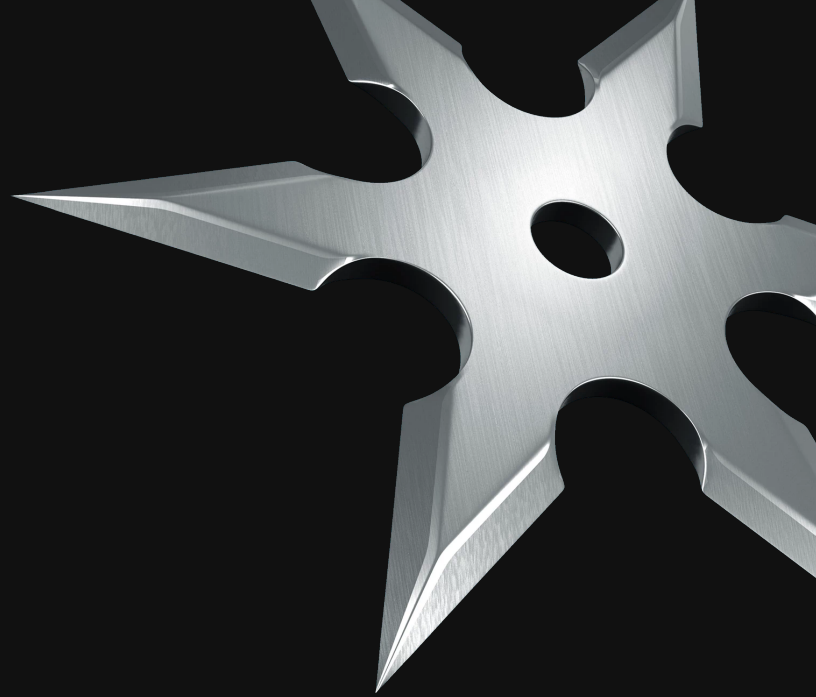
thinking inside the box



QR codes have their place but they lack branding and personality. It turns out that the specifications for QR Codes are much more flexible than most designers realize.

Above is a working QR code that links to by Bootstrap/HTML 5 testing website.





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matt@dn3.ca
647.471.6714



thinking inside the box