



Matthew Soriano (EMeS)

Design / Motion / Interactive

www.emesstyle.com

SOCIAL NETWORKS:

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Toronto, ON, Canada

OBJECTIVE

To contribute my expertise on the ideation and design of digital projects with an equally inspired team, challenging me to grow while executing ideas that make the client happy and keep the end-user in mind.

SUMMARY OF EXPERIENCE

When I received an autographed photo from a Canadian Astronaut as a national runner-up in a Jr. High School student website competition, it only helped affirm my future career path. My continued interest in all that is digital, experiential technologies (digital-physical installations, augmented reality, touch-screen interfaces), great aesthetic design and an intuitive user experience has allowed me to keep inspired in this hobby-turned-career.

During my professional career of 6+ years, my portfolio has been featured in some of the largest worldwide publications in the Web Design industry. Alongside marketing industry awards, I have been recognized internally while employed at Digital Advertising and Integrated Marketing agencies for my work ethic and team skills. In addition, I have had the opportunity to work on brands such as MasterCard, Kraft Foods, the NBA, Bank of America, TD Bank, Heineken, Palmolive, Nelson Education and the Canadian Cancer Society.

HONOURS

- National runner-up in the SEDS Canada (Students for the Exploration and Development of Space) website building & research competition at the Jr. High School level
- Recognized internally at the Organic Inc. Toronto office in 2007 for my work ethic on a GEICO / Bank of America online banner campaign
- Armstrong Partnership ABCD Awards, 2010-2011
3-time recipient of internal company recognition awards for qualities such as work ethic
- 2011 CAPMA Promo! Awards, Bronze | Best Activity Generating Brand Awareness – for my involvement in the 2010 Toblerone Triangle Trip Campaign
- 2010 CAPMA Promo! Awards, Gold | Best Retail: Account-Specific Activity – for my involvement in the 2009 MasterCard Memorial Cup Integrated Campaign
- Computer Arts Projects Magazine, Issue 142 (November 2010)
Contributed tips for the article 'Manage your time and money'
- Web Designer Magazine, .Net / Practical Web Design Magazine, and the Web Design Index 8 Book have featured my emesstyle.com portfolio
- 2007 FITC Toronto Awards Show Party, Intermission DJ (Music)
- Ad Lounge Toronto (adlounge.ca), 2007
Volunteered design & programming capabilities for the site re-launch

SKILLS

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KEY SKILLS

Web Design, Motion Graphics, Project Ideation, Interaction Design & Information Architecture (Wireframes, Prototyping, Storyboards, Site Maps, Flowcharts), Logos, Print, Flash, Mobile, Digital Advertising and Promotions, Front-end Web Development, Rich Media Banners, CMS maintenance, Email campaigns, Sound Editing, Video Editing, Mentoring.



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SKILLS

SOFTWARE

Adobe Photoshop – Advanced	Adobe InDesign – Basic	Microsoft Office - Advanced
Adobe Illustrator – Strong	Adobe Acrobat – Advanced	Silverpop – Strong
Adobe Flash – Advanced	Electric Rain Swift 3D – Basic	AWeber – Strong
Adobe After Effects – Strong	Adobe Soundbooth – Basic	Interwoven Teamsite – Adv.
Adobe Edge Preview – Basic	Apple Logic Pro – Basic	Mac OS – Advanced
Adobe Dreamweaver – Adv.	MockFlow – Basic	Windows OS – Advanced

PROGRAMMING

HTML5 – Basic	CSS – Advanced	ActionScript 2.0 – Advanced
HTML – Advanced	CSS3 – Basic	ActionScript 3.0 – Basic
XHTML – Advanced	JavaScript – Basic	XML – Basic
Canvas – Basic	PHP – Basic	MySQL – Basic

WORK EXPERIENCE

Key Clients:

MasterCard, NBA,
Heineken, Kraft Foods,
Palmolive, Hill's Pet,
Nelson Education,
TD Bank, Merial,
Canadian Cancer Society.

Senior Web Designer | *Armstrong Partnership LP* – Toronto, ON (March 2008 – Present)

- Involved in client presentations and on-site client meetings
- Keeping up to date with industry trends via spontaneous discussion with team members, current reading material on-and-offline, training, and attending industry conferences
- Presentation of notable digital projects to the entire company at the Town Hall
- Design websites and other creative deliverables from concept to completion, including assisting with Print work when the studio requires
- Considered the resident expert for Flash projects and Rich Media Banner campaigns, utilizing banner ad serving platforms such as EyeReturn and Google DoubleClick
- With Armstrong acting as Agency of Record for MasterCard Canada, I have been sought as the development lead on the maintenance/update of mastercard.ca in collaboration with their agency partners; additionally, working on new initiatives utilizing the MasterCard CMS platform, along with programming worldwide email campaigns such as Priceless Cities
- Closely involved in the interview and selection process for a new full-time developer, and subsequent mentoring on the MasterCard CMS and Hill's Pet email marketing system
- Projects also span motion graphics video advertisement using After Effects, immersive database-driven Flash websites, and large-scale Flash animations for award shows

Key Clients:

Bank of America,
Sprint, Chrysler.

Flash Animator / Designer | *Organic Inc.* – Toronto, ON (July 2007 – January 2008)

- Working contract at one of North America's leading digital ad agencies, I've obtained valuable insight and experience in the process of developing digital projects in the advertising industry
- Mainly dedicated on the Bank of America account creating Flash animations and designs for Landing Pages, Mastheads, Banner Ads and other digital deliverables
- Collaborate in brainstorming and ideation sessions with Copywriters, Art Directors, Creative Directors and other team members
- My time management skills and work ethic have ensured that I meet deadlines while retaining quality of work in this fast-paced agency environment





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WORK EXPERIENCE

Key Clients:

Agencies and
Small-Medium Sized
Businesses.

Key Clients:

United Church of Canada,
Summerhill Television,
Second Skin
Garment Company.

Key Clients:

Small-Medium Sized
Businesses.

Freelancer / Owner | EMeS – Toronto, ON, and Worldwide (March 2007 – Present)

- Personal brand presence for freelance work in the areas of Design, Motion and Interactive; Projects include web work for Ad Lounge, a popular Toronto-based networking and events group for marketing professionals, and creative work for Health & Beauty, Restaurant, Hotel, Freight Shipping, Interior Design, Education, and PR companies
- I have contributed to an article in Computer Arts Projects Magazine, and the 2007 launch of emesstyle.com was featured in some of the largest worldwide magazine publications in the Web Design industry

Web Designer | Lifecapture Interactive – Toronto, ON (May 2006 – March 2007)

- Originally here on College internship, I wrote an SEM (Search Engine Marketing) document for internal education, and assisted with various web work – I was hired full-time upon graduating
- Experience speaking with clients and presenting work in person to various audiences
- Gained close insight into the process behind a successful, FWA-awarded interactive campaign
- Responsible for the Flash animation and actionscripting of an online golf clothing catalogue that became a staple project at Lifecapture in featuring their capabilities
- Front-end development of the original WonderCafe (United Church of Canada) social website
- Lifecapture Interactive was later acquired in 2009 by Venture Communications lead by CEO Arlene Dickenson, also a co-star of CBC's TV show, *Dragon's Den*

Web Designer / Developer | Albo Digital Inc. – GTA, ON (March 2005 – May 2006)

- Contract work part-time while attending College, and full-time contract over the summer
- Website design from concept to completion for a variety of small to medium-sized businesses, also involved in front-end programming, website maintenance and production design
- Preparing programming standards documentation for turn-over of a House League Soccer website to a third party development team
- Consulting on web strategy for internal company projects (i.e. an online photography album SaaS – Software as a Service, and optimizing ad placement across various company-operated websites)

EDUCATION

Web Design and Development Diploma | Durham College – Oshawa, ON (2004 – 2006)

- 2-year program focusing on creative and technical skills, along with software applicable for Web Design and Web Development, allowing us to receive a well-rounded understanding while identifying our strong areas
- Received an academic reward in my first year
- Recognized by teaching staff as an exceptional student in my final review

High School Diploma | York Mills C.I. – North York, ON

INTERESTS

Outside of my interests in design and following web & mobile technology trends, I have a DJ'ing hobby that has allowed me to spin live at clubs around Toronto. I also enjoy sports, travel (having family in Chile and Poland) and have a brown belt in Okinawan Goju Ryu Karate.



THANKS, YOU'VE MADE IT THIS FAR,
so let's connect; scan the QR Code to
email me – even to say *Hello!*

