

# Matthew Larsen

## Graphic Designer

Wellington, New Zealand | Willing to relocate to Brisbane | +64 22 394 7708 | mlarsen084@gmail.com

Portfolio: <https://mattlarsen.net>

LinkedIn: <https://www.linkedin.com/in/matthew-larsen-970b59288/>

### PROFESSIONAL SUMMARY

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Graphic designer with 8+ years across brand identity, print, campaign creative, and digital content. Strong in typography, layout, pre-press, and clean, concept-led execution. Portfolio: [mattlarsen.net](https://mattlarsen.net).

### CORE CAPABILITIES

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- Adobe Creative Suite: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro
- Brand systems, typography, layout, art direction, and visual storytelling
- Digital content, video editing, motion graphics, and campaign rollout work
- Print-ready artwork, large-format, packaging, pre-press, proofing, and vendor-ready files
- Stakeholder communication, deadline management, and calm delivery under pressure

### EXPERIENCE

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#### Creative Media Specialist | New Zealand Taxpayers' Union

2025 - Present

- Produce 15-35 digital assets daily across X and Meta, supporting approximately 500,000 weekly reach while keeping brand consistency under rapid deadlines.
- Develop design work across social, web, email, print, and event collateral using Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro.
- Created Reed Award-winning work on Nicola's Fudge, including design across graphics, packaging, and video.

#### Graphic Design, Digital Print & Pre-Press Specialist | McDowall Print

2018 - 2024

- Designed logos, brand collateral, packaging, labels, and large-format assets from concept through production.
- Prepared print-ready artwork with dielines, proofing, colour control, and finishing requirements across commercial jobs.
- Managed multiple concurrent projects and built a variable-data workflow that produced 100,000+ unique Code 128 and QR cards for a repeat client.

### SELECTED HIGHLIGHTS

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- Portfolio: [mattlarsen.net](https://mattlarsen.net), including a Brisbane Bullets mock graphic
- 15-35 assets per day and approximately 500,000 weekly reach
- Two international Reed Awards for Nicola's Fudge campaign work
- 100,000+ variable-data outputs delivered for a repeat client

### ADDITIONAL DETAILS

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- Work rights: New Zealand citizen with automatic right to work in Australia
- Availability: Available for flexible hours, including evenings and weekends during the NBL season
- Expected salary: AUD 82,000-90,000
- Notice period: 4 weeks

### EDUCATION

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- New Zealand Diploma in Digital Media and Design (Level 5) - Yoobee Colleges (2023)
- New Zealand Certificate in Print Digital Printing (Level 4) - Competenz / Te Pukenga (2018-2022)