

# Matthew Larsen

## Graphic Designer

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

Portfolio: <https://mlarsen084.myportfolio.com/work>

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## PROFESSIONAL SUMMARY

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Graphic Designer with 8+ years delivering brand systems, campaign visuals, motion assets, and print-ready outputs. Strong in typography, layout, visual hierarchy, and concept development, with production depth across digital, pre-press, and finishing workflows.

## EXPERIENCE

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

2025 - Present

Workplace Facebook: <https://www.facebook.com/TaxpayersUnion>

- Lead campaign design execution across social, email, print, and motion; produce 15-35 social graphics/videos daily with approximately 500,000 weekly reach.
- Create brand-consistent visual systems, including typography, layout, and art direction across multi-channel campaign assets.
- Translate complex briefs into clear design narratives, including Nicola's Fudge campaign work with national cut-through and Reed finalist recognition.

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

2018 - 2024

Workplace Facebook: <https://www.facebook.com/mcdowallprintltd>

- Designed logos, branding collateral, and layout-driven print assets tailored to client goals and brand guidelines.
- Built press-ready artwork for packaging, labels, and large-format applications, including dielines and color-managed outputs.
- Took projects from concept development through final production, maintaining high visual quality and technical accuracy.

## SELECTED CAMPAIGN OUTCOMES

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- Designed campaign identity systems, typography-led layouts, and physical activations, including truck-wrap production assets.
- Built AI-assisted image/video pipelines with Midjourney, Nano Banana Pro, Reve, SeeDream, Veo, and Grok for broadcast-ready, social-first delivery.

## TOOLS

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Adobe InDesign, Illustrator, Photoshop, After Effects, Premiere Pro | Figma | Brand identity, typography, layout, art direction | Pre-press workflows, color calibration, proofing, print specs and finishing | Midjourney, Nano Banana Pro, Reve, SeeDream, Veo, Grok

## EDUCATION & CERTIFICATIONS

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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)

## REFEREES

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Jordan Williams - Executive Director & Co-founder, Taxpayers' Union

Joseph McDowall - Manager, McDowall Print