

Matthew Larsen

Graphic Designer

Wellington, New Zealand | Willing to relocate

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Portfolio

LinkedIn

profile

Graphic designer focused on brand systems, typography, visual hierarchy, and campaign storytelling across digital, motion, and print. Delivers 15-35 social graphics and videos daily, supporting approximately 500,000 weekly reach across X and Meta.

experience

2025 - Present

Creative Media Specialist

New Zealand Taxpayers' Union

Facebook

- Lead campaign design from concept to delivery; ship 15-35 social graphics/videos daily across X and Meta.
- Build brand-consistent layouts, ad creative, and visual systems across social, email, print, and motion outputs.
- Translate complex briefs into clear, high-impact designs; support production with AI-assisted ideation and motion tools.

2018 - 2024

Graphic Design, Digital Print & Pre-Press Specialist

McDowall Print

Facebook

- Designed logos, brand collateral, and layout systems for client campaigns.
- Prepared packaging, label, and large-format artwork with precise dielines, proofing, and color control.
- Delivered polished creative from concept through print finish with production reliability.

campaign outcomes

- Nicola's Fudge creative contributed to national coverage and finalist status in multiple Reed Awards categories.
- Designed CAP RATES NOW identity and activation assets, including truck-wrap execution.

tools

- Adobe InDesign, Illustrator, Photoshop
- After Effects, Premiere Pro, Figma
- Brand identity, typography, layout, art direction
- Color management, pre-press, print production
- Midjourney, Nano Banana Pro, Reve, SeeDream, Veo, Grok

education

NZ Diploma in Digital Media and Design (Level 5) - Yoobee Colleges

NZ Certificate in Print Digital Printing (Level 4) - Competenz / Te Pukenga

referees

Jordan Williams - Executive Director & Co-founder

Joseph McDowall - Manager, McDowall Print