

MATT MCLEAN

WEB & BRANDING DESIGNER

CONTACT

LOCATION:

MELBOURNE,
VICTORIA

PHONE

+61 466 911 103

EMAIL

MCLEANMATT307@GMAIL.COM

PORTFOLIO:

MATTMCLEANPROJECTS.COM.AU

EDUCATION

2021 // 2024

BACHELOR OF DESIGN
(DIGITAL MEDIA)
RMIT, MELBOURNE

2020

UX DESIGN
(SHORT COURSE)
RMIT, MELBOURNE

2023

CERT IV
LEADERSHIP & MANAGEMENT

ABOUT ME

I AM A PASSIONATE AND INNOVATIVE WEB AND BRANDING DESIGNER WITH A KEEN EYE FOR DETAIL AND A COMMITMENT TO DELIVERING EXCEPTIONAL RESULTS. WITH THOROUGH EXPERIENCE IN CREATING ENGAGING DIGITAL EXPERIENCES AND BUILDING POWERFUL BRAND IDENTITIES.

EXPERIENCE

INSPIRING VACATIONS / DIGITAL CONTENT CREATOR
2022 - PRESENT

WORKING IN THE MARKETING TEAM TO GROW AWARENESS OF THE INTERNATIONAL TRAVEL BRAND

- INCREASE YOUTUBE SUBSCRIBERS BY 268% IN 10 MONTHS
- EXECUTED THE CREATION OF VIDEO BRAND GUIDELINES
- COLLABORATED WITH TOURISM BODIES, SUCH AS:

MATT MCLEAN PROJECTS / FREELANCE DESIGNER
2020 - PRESENT

- PRODUCED BRANDED MATERIAL FOR SMALL MELBOURNE BUSINESSES, SUCH AS: MOVINBOX AND JM ACCESS, BENJAMIN MUSIC, PRINTMYPALS

SKILLS & ACHIEVEMENTS

SOFTWARE: ADOBE SUITE, WIX, SHOPIFY, SHOWIT,
WEBFLOW, HTML, CSS

AWARDS: NATIONAL GALLERY OF VICTORIA
TOP ARTS 2019 FINALIST

SOCIAL MEDIA

WWW.MATTMCLEANPROJECTS.COM
INSTAGRAM: @MATTMCLEANPROJECTS
YOUTUBE: @MATTMCLEANPROJECTS
DRIBBLE: @MATTMCLEANPROJECTS
PINTEREST: @MATTMCLEANPROJECTS
LINKEDIN: MATT MCLEAN
