

Resume of

# Matthew Caminiti

Please visit my website below for my portfolio and further information.

Note: I have sorted my work with Digital Design first.

**Website** [www.matthewcaminiti.com](http://www.matthewcaminiti.com)

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**Phone** 0438 834 851

**Location** Amsterdam as of June 2017

**Email** [hello@matthewcaminiti.com](mailto:hello@matthewcaminiti.com)

**Degree** RMIT University  
Bachelor of Design (Communication Design)

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**Clients** Honda, NAB, Kay & Burton, Design Institute of Australia,  
Palace Cinemas, WorkSafe Australia, Melbourne Institute of Technology

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A Communication Design graduate from RMIT, Melbourne, Australia. I hold nearly ten years of industry experience working across multiple design disciplines, specialising in Digital Design and UX with a background in Brand and Print Design.

My career has lead me to experience many facets of not only design, but also UX, digital development, brand strategy, client presentations, interaction with product teams, managing my own team and working through with clients to map out business goals to define solutions.

The past year has seen me take on the roll of Lead Senior Digital Designer for the Honda Australia responsive website design, a very large, constantly evolving and adaptive project. This combination of tackling large projects such as Honda, together with smaller unique digital and brand jobs at Yoke, has given me a well rounded experience across all sizes and types of projects.

Client interaction is another key skill set in which I have built over many years. From initial client meetings to presentations of final design communications, I build a relationship with the client in a very agile format, in order for them to not only understand my process, but become a part of it.

# Matthew Caminiti

## Employment

2015 - Current

Leo Burnett | Digital Designer

One of the top ten creative agencies of the world, Leo Burnett is a global agency that works across advertising, marketing, branding and digital.

My time here saw me work solely on the Honda Australia account.

- Wireframing
- UX Design
- User Journey Mapping
- User Testing
- User Interviews
- UI Design
- Client Presentations
- Client weekly WIPS
- Collaborated closely with marketing department
- Agile work process
- Liaising with multiple teams (Data, Product, Development etc.)
- Online Integration of Honda Brand Comms
- Worked through business goals and objectives

2010 - 2015

Yoke | Design Director

Multidiscipline creative agency based in Collingwood with a diverse range of clients, working across four main pillars of Brand, Design, Digital and Media.

Design

- Brand and Strategy development
- Brand Design and Rollout
- UI and UX design
- Concept Development
- Art Direction
- Illustration
- Publication design
- External / Internal Signage design
- Client presentations
- Story Boarding

Direction

- Management of Design team (ranging from junior to senior)
- Concept Direction
- Refinement and Mentioning
- Designers Daily Schedules

## Matthew Caminiti

### Employment

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| 2015 - 2016 | <p><b>General Assembly   Lecturer / Instructor of Visual Communication</b></p> <p>An educational institution focused on the creative industry, offering full-time immersive programs, long-form courses, classes and workshops.</p> <ul style="list-style-type: none"><li>- Lecturing and training of classes up to 60 people</li><li>- Curriculum and presentation preparation</li><li>- Class interaction and open discussion</li></ul> |
| 2008 - 2010 | <p><b>Saint Lukes Advertising   Junior Designer</b></p> <p>Design Studio / Brand Agency in Hawthorn with strong emphasis on brand and print media.</p> <ul style="list-style-type: none"><li>- Brand development focusing on new identity's</li><li>- Brand rollout and communication</li><li>- Concept Development</li><li>- Print Advertising</li><li>- Technical Illustration</li></ul>  |