

Matthew Clark

Hands-on leader of cross-functional teams, creative solutions architect, efficiency enthusiast, technology nerd, speed dating matchmaker.

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ACHIEVEMENTS

- ✓ **Improved team productivity by over 300%** by designing an Asana pipeline.
- ✓ Used analytical research to decrease ad spend and simultaneously **boost ad generated revenue by 20%** and **converted user engagement by 10%**.
- ✓ Created **400+ animation and interactive 3D models** for many technical sectors.

EXPERIENCE

VRIFY Technology - Design Manager

SaaS product creating engaging 2D / 3D interactive content for the mining sector
2020 - 2024

- Executed over 150 interactive 3D projects, managing a high volume workload and mentoring a team of designers.
- Standardized design processes by creating comprehensive guidelines, tutorials, templates, and design systems, reducing timelines by 400%.
- Developed a collaborative, automated workflow that increased production and communication efficiency by over 300% across the organization.
- Designed a category-defining 3D geospatial AI visualization system.

The Westin Resort, Whistler - Marketing Manager

The fourth highest revenue earning Westin in Marriott's 8900+ hotel portfolio
2016 - 2020

- Managed multi-channel digital strategies, SEO, content, and PPC campaigns for OTA platforms and the property website, increasing engagement by 25% YoY.
- Designed all hotel print and digital collateral and advertising, managed vendors, media partners, social media content, campaign strategies.

Toucan Creative - Creative Director / Co-Founder

B2B disrupting technical communication through cinematic visual experiences
2011 - 2016

- Founded, bootstrapped and scaled a 3D animation and visualization studio, earning AUD \$1 million in revenue within 3 years.
- Managed company operations, financing, talent, sales & marketing, partnerships, RFP's, story boarding, scripting, budgeting, timelines, and client experience.

EDUCATION / CERTIFICATIONS

Curtin University - BA Design (Multimedia)

2004 - 2007

Asana - Ambassador

2021

SKILLS

- Project Management
- UI / UX Design
- Productivity Improvement
- Leadership
- Workflows
- Automation
- Innovation
- Strategic Planning
- Design Direction
- Change Management
- Creative Thinking
- Customer Journey Mapping
- Analytics
- Interaction Design
- Data Visualization
- Budgeting
- Client Relations
- Agile
- 3D
- Presentations
- Google Workplace
- Photoshop
- After Effects
- InDesign
- Figma
- 3ds Max
- Cinema 4D
- QGIS
- Asana
- Miro
- Notion
- Slack
- Jira
- Zapier
- ChatGPT
- HTML
- CSS
- Wordpress
- MS Office
- + more

PROJECT HIGHLIGHTS

Spearheaded and designed an interactive 3D visualization utilizing machine learning data.
2024

Led and executed the video production of a government transport project guiding the public to Perth's Optus Stadium.
2016

VOLUNTEERING

Board Member of the Whistler Slo-Pitch Softball Association
2022 - Present

Crankworx Whistler Volunteer
2024

CITIZENSHIPS

- Australia
- Canada
- Great Britain