

MATTHEW WARREN

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Online Portfolio: <https://matthewnwarren.wixsite.com/portfolio/cannaportfolio>

PROFESSIONAL SUMMARY

Multidisciplinary Graphic Designer specializing in branding, packaging, 3D product visualization, and motion graphics. Experienced in developing visually cohesive campaigns and creative assets for retail, digital, and lifestyle brands. Passionate about cannabis-sector design, combining bold storytelling with precise execution across print and digital. Skilled in creating production-ready files, working within regulatory frameworks, and delivering high-impact creative in fast-paced environments.

SKILLS

- Branding & Packaging Design
 - Digital Campaigns & Social Content
 - Motion Graphics & Animation
 - Layout, Typography & Colour Systems
 - Production Prep & Dieline Integrity
 - 3D Modeling & Product Rendering
 - Cross-Functional Collaboration
 - File Organization & Asset Management
 - Time & Project Management
- Tools:** Illustrator, Photoshop, InDesign, After Effects, Figma, Blender, Premiere Pro, Canva

RELEVANT EXPERIENCE

Freelance Graphic Designer

London, ON | 2016 – Present

- Designed branding systems, packaging concepts, and digital campaigns for lifestyle and product-driven clients.
- Built 3D models and renders for product visualization using Blender and Adobe workflows.
- Created motion graphics for social media, promos, and brand storytelling.
- Developed concept work and case studies for cannabis brands including Organigram-style posts (SHRED 3D logo, Dream Puffs packaging, wellness branding).
- Delivered production-ready assets, optimized for both print and digital distribution.
- Managed timelines, multiple projects, and client feedback loops independently.

FEATURED PROJECTS

SHRED — 3D Logo + Motion Concept

- Built full 3D extruded logo in Blender; created lighting, materials, camera animation, and motion sequence for high-energy cannabis positioning.

CannaBest — Branding & Wellness Design

- Designed a premium, wellness-focused cannabis concept using modern minimalism, brand colour systems, and clean typography.

Dream Puffs — Fictional Packaging Line

- Developed packaging labels, colour palettes, and playful visuals for a concept brand targeting a soft, nostalgic, and youthful segment of the market.

EDUCATION

Visual Effects and Editing For Contemporary Media – Fanshawe College, London, ON | 2024 – 2025

Dean's & President's Honour Roll 4.0 GPA

Digital Communication Management – Fanshawe College, London, ON | 2023 – 2024

Dean's & President's Honour Roll 4.2 GPA

B.A. Multimedia Arts – De La Salle-College of Saint Benilde, Manila, Philippines | 2010

Consistent Dean's List

ADDITIONAL

- Languages: English (Native)
- Availability: Evenings & Weekends (as required)
- CanSell Certified (Ontario Cannabis Retail Certification)
- Strong understanding of cannabis brand culture and visual identity trends
- Experienced in building unique concept decks + short animations for campaigns
- Passion for motion and product storytelling in growing industries