MATEUS **OLIVEIRA**

Graphic Designer | Illustrator

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PROFILE

Graphic designer finishing the Graphic Design program at Seneca Polytechnic (2026), with project work in editorial layout, brand identity, packaging and information design. Two years of freelance illustration for clients and a current supervisory role at the Seneca Student Federation. Fluent in English and Portuguese.

SELECTED PROJECTS

- **Play//Ground Magazine:** 17-page action-sports magazine: cover, contents, features and layout system (InDesign, Photoshop)
- **Monster Tonic:** Packaging redesign in three label systems with vintage apothecary typography (Illustrator)
- **Information Design:** Personal YouTube data poster and redesign of a game back cover (Illustrator)
- **Walking Together:** 12-page brochure for the Laidlaw Foundation, digital and print versions (InDesign)
- **Personal Brand Identity:** Monogram, colour system, stationery and merchandise mockups (Illustrator)

EXPERIENCE

Staff Supervisor, Seneca Student Federation, Toronto, ON — Aug 2025 – Present

- Oversee daily operations and supervise, train and mentor student staff
- Coordinate and monitor SSF events, campaigns and services
- Act as liaison between staff, student leaders and management; resolve operational issues

Event Staff, Seneca Student Federation, Toronto, ON — Jan 2025 – Aug 2025

- Set up venues and equipment, welcomed guests and handled ticket sales and cash register
- Supported safety, security and cleanliness at events

Freelance Illustrator, Self-employed, Toronto, ON — Jul 2023 – Aug 2025

- Character design, concept art, book and comic illustration for commissioned clients
- Illustration for social media campaigns; logos and mascots for small businesses (Photoshop, Illustrator)

Administrative Assistant, Baterias Heliar, Poços de Caldas, Brazil — Jan 2022 – Jul 2023

- Recorded and proofread data and reports; managed inventory and supply orders
- Handled multi-line phone system and messages

EDUCATION

Graphic Design, Seneca Polytechnic, Toronto, ON — Expected 2026
Arts Fundamentals, Seneca Polytechnic, Toronto, ON — Jan 2024 – Apr 2025
Degree in Law, PUC Minas, Poços de Caldas, Brazil — 2015 – 2020

SKILLS

Design: Brand identity, editorial layout, packaging, typography, information design, poster design
Illustration: Digital illustration, character design, concept art
Software: Adobe Photoshop, Illustrator, InDesign, Procreate
Languages: English (fluent), Portuguese (native)