



MATTHEW SICHKARUK

CONTENT CREATOR

CONTACT

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Regina Saskatchewan

EDUCATION

2017 - 2022

UNIVERSITY OF REGINA

- Bachelor of Arts, Creative Technologies Concentration

SKILLS & TOOLS

- DaVinci Resolve, Photoshop, Lightroom, Canva, Figma, Final Cut Pro,
- Branding, Videography, Photography, Layout Design, Social Media Graphics, Web Assets, Print Materials
- Client Communication, Project Leadership, Creative Direction, Time Management, Leadership
- Microsoft Word, Excel, Google Workspace, File Organization, Asset Management

PROFILE

Creative and versatile Content Creator with over 8 years of experience crafting compelling visual content for brands, businesses, and media channels. Proficient in Adobe Creative Suite & Davinci Resolve with a strong eye for typography, layout, branding, and user engagement. Adept at balancing aesthetics with strategic goals to create effective marketing materials across print and digital platforms.

WORK EXPERIENCE

- Sichpicsss Limited** 2017 - PRESENT
Freelance Videographer / Content Specialist
 - Designed social media graphics, marketing materials, and website visuals for local businesses
 - Multiple high end photography/videography projects
 - Various work for businesses in and around the Regina area involving social & website content
- Subtle Cinematics** 2019 - 2022
Videographer & Photographer
 - Various high end photography/videography projects
 - Maintained visual consistency across thumbnails, end screens, and online channels
 - Organization of files & basic design work
 - Helped produce content for the company Youtube channel
- Launch Socials** 2022 - 2023
Creative Director / Visual Strategy Lead
 - In person client filming (social media shorts, interviews, testimonials, etc.)
 - Designed and edited podcast visuals, thumbnails, and social video assets
 - Managed a team of remote video editors for the company
 - Film/edit podcasts & vlog episodes (The Associates youtube)
- Adspark Communications** 2023 - PRESENT
Multimedia Content Creator
 - Various social media / website content shoots for clients
 - Created branded visual assets for digital ads, social media posts, and internal presentations
 - Edited short-form video content for social platforms using Final Cut Pro and DaVinci Resolve
 - Assisted in developing creative direction for client shoots, ensuring consistent visual storytelling

EDUCATION HISTORY

BA Creative Technologies Concentration

University of Regina

**September 2017 -
March 2022**

- Gained extensive training and successfully accomplished courses related to media, content creation, and graphic design

Career Specific Courses:

CTCH 499 - Capstone Project

- Created a short film telling the stories of artists who live in Saskatchewan. Self directed course where students are in charge of planning and executing a 10 week long project that emphasizes their creative abilities.

CTCH 200AK - Visual Communication for the WEB

- This course focuses on skills, experience, and critical thinking related to the production of online-related experiences. While investigating case studies and visual communication principles, students will engage with projects including display/mobile advertising, as well as the design of a website.

MAP 200AF - Visual Imaging: Looking Through the Lens

- Students will gain visual literacy in "reading" and creating images as seen through the "lens" of the viewer, the literal photographic lens, and the lens of society, critically engaging with fine art, commercial, and industry produced images.

CTCH 212 - Audio Tools

- A basic course including practical guidance in the setup and use of audio and electronic equipment, and in learning to write and perform music using commercial, open-source and DIY audio tools with the computer.

ART 290AC - Introduction to Graphic Design

- Through a combination of studio projects and lectures, you will explore practical and theoretical principles of visual communication and perception applied to graphic design. By articulating these principles and engaging with sketches, models, and outlines we will give shape to new projects as they were realized in a professional environment.

CTCH 211 - Digital Studio Tools

- Throughout this course students will work towards the production of a portfolio of digital works that will include digital painting, digital collage, vector illustrations, typography, layout design and photographic manipulations.

ART 223 - Digital Photography

- Learn to use software and hardware in creating works of contemporary art and gain familiarity with critical and conceptual processes and historical precedents within social and political contexts.

ARTH 360 - Curating the New

- This course offers students a practical course where theoretical concepts related to the display, curation, and engagement with time-based and new art processes are put into practice in gallery, museum, or site-specific contexts.

ART 324 - Space, Time, and Photo- Based Art

- In this intermediate-level course, students will explore physical and durational approaches to making photo-based art, including documented performance; time-lapse; experimental video; and conceptual serial processes.

CTCH 310AC - Video Hack: Web Video Tools

- Topics will include super short form videos for social media, video mashups from found video, code & video, time-lapse video & the evolution of camera placement. Editing projects for these new platforms will incorporate professional video editing applications, online tools and image editing applications.

Online Course Education

Freelance colourist

2018

- 27+ hour course with over 200 training videos on professional colour correction & colour grading
- Learned a variety of different ways to colour grade footage to achieve certain looks / moods

Graphic Design Specialization – California Institute of the Arts (Coursera)

2021

- Coursework in typography, branding, layout design, and Adobe tools. Applied foundational principles in multiple hands-on design projects.

Fulltime Filmmaker Course

2022

- 50+ hour course that covers all things content creation. From the basics to advanced cinematography techniques
- Learned video editing techniques for different video scenarios (YouTube videos, social media advertisements, cinematic commercials)
- Learned tips on how to maintain a small business and how to market products

Introduction to Graphic Design – Udemy

2023

- Gained foundational skills in typography, layout, branding, and color theory. Developed familiarity with Adobe tools and the creative process through project-based lessons.

Social Media Design – Udemy

2023

- Gained skills in creating visually appealing social media graphics, including YouTube thumbnails and Facebook posts. Learned branding, visual storytelling, and content creation using Canva and Photoshop.

References

- Anastase Maragos

Partner,
Subtle Cinematics
Regina Saskatchewan
306 539 2161

- Kyle Whitrow

Partner,
Subtle Cinematics
Regina Saskatchewan
306 541 8599

- Kenedi Klein

Business Performance Consultant,
City of Regina
Regina Saskatchewan
306 540 4071

- Blaise Wozniak

Communications Specialist,
Harvard Developments
Regina Saskatchewan
306 630 2894

- Jim Demeray

Marketing Account Manager,
Adspark Communications
Regina Saskatchewan
306 527 0546

- Alex Stevens

Creative Director / Partner,
Barbershop Films
Regina Saskatchewan
306 527 2539