



**Matthew G. Olin**  
Educator + Designer

matthewolin.com

@oh\_matt

## **CURRICULUM VITAE** *2016-present*

### **EDUCATION**

**MFA, University of Minnesota Duluth** **2011**

Duluth, Minnesota, United States.

Graphic Design

Dissertation Title: *Some Type of Hero: Exploring the (Super) Power of Design*

Advisors: Beth E Koch, Steve Bardolph, Rob Wittig

**BFA, University of Colorado** **2009**

Boulder, Colorado, United States.

Digital Art/Integrated Arts/Printmaking

### **ACADEMIC APPOINTMENTS**

**University of Minnesota Duluth** **2016 - Present**

College of Arts, Humanities and Social Sciences

Art & Design: Assistant Professor - TT

Courses Taught: Interactive Design I, Interactive Design II, Typography II,  
Graphic Design 4, Graphic Design 5, SDS1, SDS2

**University of Minnesota Duluth** **2014 - 2016**

School of Fine Arts

Art & Design: Assistant Professor - Term

Courses Taught: 2D Digital Design, Typography 1, Interactive Design I, Interactive  
Design 2, Graphic Design 1, Graphic Design 2, Graphic Design 5

**The College of St. Scholastica** **2013 - 2014**

School of Arts & Letters

Communication, Theater & Art: Assistant Professor - TT

Courses Taught: Intro to Art, Color Theory, Computer Visual Design, Graphic  
Design 1, Graphic Design 2, Typography 1

### **OTHER ACADEMIC POSITIONS**

**University of Minnesota Duluth** **2009 - 2011**

School of Fine Arts

Art & Design: Graduate Assistant

Courses Taught: Introduction to Art for Non-Majors, 2D Design, 2D Digital Design,  
Typography 1



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## CURRICULUM VITAE *(continued)*

### **OTHER PROFESSIONAL POSITIONS**

#### **Likewise**

**2018 – Present**

Co-Founder/Partner

thinklikewise.com

Likewise is a distinguished brand, interactive, and product design studio established in 2018 by myself and Jacey Kufahl. Between April 2020 and September 2023, Jacey Kufahl took an extended leave to welcome and care for her two children. During this period, the responsibility of sustaining and expanding Likewise primarily fell on my shoulders, although I collaborated with skilled professionals for some product production and website development.

#### **M@OH!**

**2007 – Present**

Designer/Sole Proprietor

matthewolin.com

From 2007 to 2018, I started and grew my freelance client base. Upon partnering with Jacey Kufahl to establish Likewise, we integrated all client projects into our new venture. While maintaining my commitment to Likewise, I have also pursued personal, self-initiated side projects such as Landmark Logos, children’s books, lapel pins, shirt designs, and more. These endeavors are under my personal brand, M@OH! (Matt O.).

### **VOLUNTEER CONSULTING**

#### **Design/Web Consultant, Non-Profit, Zeitgeist**

**2020 – Present**

Duluth, Minnesota, United States

Donated time and expertise to help Zeitgeist — a non-profit organization in Duluth, Minnesota — navigate their design, branding and web challenges amidst the Covid-19 pandemic.

#### **Design Consultant, Non-Profit, Hartley Nature Center**

**2016 – Present**

Duluth, Minnesota, United States

April 2016 - Present

Donated time and expertise to Hartley Nature Center — a non-profit organization in Duluth, Minnesota that serves over 10,000 kids per year — to navigate strategic design and branding needs.

#### **Design Consultant, Non-Profit, Rainbow Trail Lutheran Camp**

**2009 – Present**

Hillside, Colorado, United States

September 2009 - Present



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## CURRICULUM VITAE *(continued)*

### CURRENT MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

**AIGA: The Professional Association for Design**

**August 2013 - Present**

### HONORS AND RECOGNITION

**University of Minnesota Duluth**

**April 10, 2016**

**Nominee Outstanding Faculty Award, UMD Student Awards**

Nominated for the 2016 Faculty of the Year for the UMD Student Awards Program, having previously won the award in 2015.

### RESEARCH, SCHOLARSHIP, AND CREATIVE WORK

**International Travel Grant**

**January 2020**

**Sponsoring Organization: University of Minnesota**

**University of Minnesota Duluth**

Funded Amount: \$1,500.00

**Chancellor's Small Grant**

**October 2019**

**Sponsoring Organization: University of Minnesota Duluth**

Funded Amount: \$600.00

### PUBLICATIONS

**BLOG** (Design Work Referenced)

**2022.** *Farm tourism puts vacationers to work — and they love it.* St. Paul, MN: Marketplace Business News/NPR.

<https://www.marketplace.org/2022/09/05/farm-tourism-puts-vacationers-to-work-and-they-love-it/>

**2022.** *AirB-n-BAWK! Minn. egg producer invites guests to stay, work on the farm.*

St. Paul, MN: Minnesota Public Radio. <https://www.mprnews.org/story/2022/09/02/airbnbawk-minn-egg-producer-invites-guests-to-stay-work-on-the-farm>

**2021.** *Timeless Design.* Bloomington, MN: Minnesota Monthly.

**2021.** *This New Bronze Watch Is Perfect For Summer.* New York, NY: Gear Patrol.

**2020.** *Minnesota's Wolf Creek Watch Co.—Interview with Founder Michael Johansen.* St. Paul, MN: Minnesota Clocks & Watches.

<https://minnesotawatches.com/wolf-creek-watch-michael-johansen/>



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## CURRICULUM VITAE *(continued)*

### **BLOG** (Interview)

**2017.** *Selective Focus: Matthew Olin.* Duluth, MN: Perfect Duluth Day.

### **INTERDISCIPLINARY COLLABORATION**

Hatcher, J., & Moore, J. (Eds.), *One River, Many Stories – Final Report.* Duluth, MN. I collaborated with the *One River, Many Stories* team on digital strategy and design for their collaborative effort involving newspapers, broadcasters, bloggers, photographers, and citizens who produced a diverse range of media stories related to the St. Louis River. I designed the project's identity, built its website, and created the final report.

### **MAGAZINE/TRADE PUBLICATION** (Design Work Featured)

**2021.** *The Voyageur.* London, England: British GQ.

British GQ reached out to Wolf Creek Watch Company wanting to showcase their latest timepiece, *The North Star*. I handled both the design of Wolf Creek's brand and the design of their timepieces.

### **MENTION**

Amundsen, L. **2017.** *Locally Laid: How We Built a Plucky, Industry-Changing Egg Farm - From Scratch* Trade Paperback ed., 310. New York City, NY: Avery (Penguin/Random House).

### **PUBLISHED WORK**

Gardner, B., & Potts, E. **In Press.** *LogoLounge 14.* BookBaby.

**9 logos** were selected to be among 3,000 of the best logos in an international curated publication of leading logo designs.

Marasco G.; **2022.** *Microbrands Book: Inside Microbrands and Independent Watchmakers*

2-page feature on *The Voyageur* by Wolf Creek Watch Company

Gardner, B., & Potts, E. **2020.** *LogoLounge 12.* BookBaby.

**1 logo** was selected to be among 3,000 of the best logos in an international curated publication of leading logo designs.

Gardner, B., & Potts, E. **2017.** *LogoLounge 10.* HOW Books.

**5 logos** were selected to be among 2,500 of the best logos in an international curated publication of leading logo designs.



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## CURRICULUM VITAE *(continued)*

### INVITED PRESENTATIONS, POSTERS, AND EXHIBITS

#### PRESENTATION/TALK

**Olin, M. G. “Small Businesses, Big Ideas”** **November 8, 2019**

Social Media Breakfast

Social Media Breakfast Twin Ports/Wild State Cider, Duluth, Minnesota, United States. Invited. Peer-reviewed/refereed.

**Olin, M. G. “Saying Cool Stuff Without Words”** **November 15, 2019**

Visual Journalism

UMD, Duluth, Minnesota, United States.  
Invited. Peer-reviewed/refereed.

**Olin, M. G. “The World As A Playground”** **February 20, 2018**

SDO Faculty Presentations

Student Design Organization, Duluth, Minnesota, United States.

### INVITED PROFESSIONAL COLLABORATION

#### BETA TESTING

**Standards Manual, Adjudicated Beta Tester**

Standards.Site, Brooklyn, NY

January 2021 - Present

In 2021, Standards.Site invited branding studios worldwide to apply to test their new online brand standards manual designer software. Our studio, Likewise, was among the select few chosen to test their product and provide feedback over the next year. Standards.Site was established by Jesse Reed and Hamish Smyth, partners at a highly regarded New York City design firm.

**Vocal Type, Curated Beta Tester**

Vocal Type, Washington, District of Columbia

November 2019

After using Vocal Type’s typefaces for several significant projects and engaging in mutual support through our work, I established a connection with Tré Seals, the founder of Vocal Type, on Instagram. This connection led to him inviting me to beta test his upcoming typefaces before their official release. In 2023, Tré earned a spot on the Forbes *30 Under 30* list.



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## CURRICULUM VITAE *(continued)*

### PROFESSIONAL PRACTICE

The following list is in reverse chronological order. This approach highlights the ongoing variety and scope of my work, from local to international, in various endeavors. On my portfolio, I credit project collaborators and their respective roles when I'm not the sole contributor. For any given project, my responsibilities span a wide spectrum of tasks, including brand strategy, design, account management, copy writing, pre-press production, website development, illustration, photography, and even the occasional physical labor, to name a few.

### DEFINING SCOPE

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

### 2023

#### **BKO Group, Strategy, Naming and Branding**

BKO Group, Minneapolis, Minnesota  
Responsibility: 85% Scope: International

#### **Evsie, In-Store Birthday Parties Branding and Design**

Maurices, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Gays Do The D, 5 Years 5K Race Logo and Product Design**

Gays Do The D Podcast, Minneapolis, Minnesota  
Responsibility: 100% Scope: International

#### **Ad Advance, Amazon Accelerate Digital and Print Materials**

Ad Advance, Duluth, Minnesota  
Responsibility: 100% Scope: International

#### **Heck of the North, Product Design**

Heck of the North Productions, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### **Evsie, Our Kind of Girl Award Branding, Design and Production**

Maurices, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Maurices Brand Book, Brand Refinement and Publication Design**

Maurices, Duluth, Minnesota  
Responsibility: 100% Scope: National



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#### **Maurices SMS Acquisition Campaign, Strategy, Design and Animation**

Maurices, Duluth, Minnesota

Responsibility: 100% Scope: National

#### **Maurices/Evsie Social Media, Design and Production**

Maurices, Duluth, Minnesota

Responsibility: 100% Scope: National

#### **Minturn Mile, Branding, Strategy and Creative Direction**

Beargrease, LLC, Minturn, Colorado

Responsibility: 80% Scope: National

#### **Ad Advance, Ad Campaign Design, Web Design, Interior Design**

Ad Advance, Duluth, Minnesota

Responsibility: 100% Scope: International

#### **Walker Display, Branded Amazon Storefront and Trademarking**

Walker Display, Duluth, Minnesota

Responsibility: 100% Scope: National

#### **Heck of the North/Le Grand du Nord, Brand Identity Refinement**

Heck of the North Productions, Duluth, Minnesota

Responsibility: 100% Scope: Regional

#### **Voyageur Donuts, Brand Identity Refinement**

NSG Investments, Fond du Lac, Wisconsin

Responsibility: 100% Scope: Local

#### **Stocke Construction, Web Design + Development**

Stocke Construction, Duluth, Minnesota

Responsibility: 100% Scope: Local

#### **988 Suicide Prevention Campaign, Design + Production**

North Dakota Health and Human Services, Fargo, North Dakota

Responsibility: 50% Scope: National

*Collaboration with Ken Zakovich and Alan Josephson*



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### DEFINING SCOPE

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Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### **Funner Brothers, Branding, Web Design + Development**

Funner Brothers Donut Company, Golden Valley, Minnesota  
Responsibility: 100% Scope: Statewide

#### **GoldieBlues, Brand Identity and System Design**

Maurices, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Luna's Pizzeria, Brand Identity and System Design**

Obbink Distilling, St. Joseph, Minnesota  
Responsibility: 95% Scope: Statewide  
*Initial logo idea by my then 6-year-old daughter, Avery*

### 2022

#### **Heyday Home Solutions, Brand Identity Design, Web Design + Development**

Heyday Home Solutions, Superior, Wisconsin  
Responsibility: 100% Scope: Regional

#### **The Perch/The Nest, Brand Identity Design + Strategy, Product Design**

Locally Laid Egg Company, Wrenshall, Minnesota  
Responsibility: 100% Scope: Regional

#### **Tbsp Waffles, Brand Identity Design**

Tablespoon Liege Waffles, Duluth, Minnesota  
Responsibility: 100% Scope: Statewide

#### **North Shore Cyclery, Strategy and Brand Identity Design**

North Shore Cyclery, Duluth, Minnesota  
Responsibility: 100% Scope: Local

#### **Wolf Creek Watch Company, Product Design, Print Design**

Wolf Creek Watch Company, Duluth, Minnesota  
Responsibility: 100% Scope: International

#### **Ad Advance, Brand Identity Design, Website Redesign, Interior Design**

Ad Advance, Duluth, Minnesota  
Responsibility: 75% Scope: International





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Projects for clients across the country with a nationwide presence.

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Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### **Ad Advance, Corporate HQ Wall Mural Build Out**

Ad Advance, Duluth, Minnesota

Responsibility: 95% Scope: International

#### **Evsie, Brand Identity Design**

Maurices, Duluth, Minnesota

Responsibility: 100% Scope: National

#### **Robotic Construction Technologies, Brand Identity and System Design**

Robotic Construction Technologies, Denver, Colorado

Responsibility: 100% Scope: National

#### **Salomon Turkey Trot 5K, Brand Identity Design**

Salomon / Atomic / Armada, Ogden, Utah

Responsibility: 100% Scope: National

#### **Obbink Distilling, Brand Identity and System Design**

Obbink Distilling, St. Joseph, Minnesota

Responsibility: 90% Scope: Statewide

#### **North x North International Film Festival, Brand Identity and System Design**

Zeitgeist Arts, Duluth, Minnesota, United States

Responsibility: 100% Scope: International

#### **Step Outside Campaign, Brand Identity and Strategy, Publication Design**

Hartley Nature Center, Duluth, Minnesota

Responsibility: 100% Scope: Local

#### **Blue Cross Blue Shield North Dakota Brand Campaign, Design**

BCBSND, North Dakota

Responsibility: 33% Scope: National

#### **Heritage Gear / LIDS, Pitch Deck Design**

Heritage Gear, Minneapolis, Minnesota

Responsibility: 100% Scope: National



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### DEFINING SCOPE

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Projects for clients across the country with a nationwide presence.
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Projects for established clients within the state of Minnesota.
- Local**  
Projects for our community in Duluth and surroundings.

- University of Georgia, Officially Licensed Candle Design**  
Heritage Gear, Minneapolis, Minnesota  
Responsibility: 100% Scope: National
  - University of Minnesota, Officially Licensed Candle Design**  
Heritage Gear, Minneapolis, Minnesota  
Responsibility: 100% Scope: National
  - University of Notre Dame, Officially Licensed Candle Design**  
Heritage Gear, Minneapolis, Minnesota  
Responsibility: 100% Scope: National
  - University of Wisconsin, Officially Licensed Candle Design**  
Heritage Gear, Minneapolis, Minnesota  
Responsibility: 100% Scope: National
  - Fresh Look Duluth, Brand Identity Design**  
Fresh Look Duluth, Duluth, Minnesota  
Responsibility: 100% Scope: Local
  - Peak Fitness, Brand Identity Design**  
Peak Fitness, Hermantown, Minnesota  
Responsibility: 100% Scope: Local
- 2021**
- Superior Tech, Brand Identity Design**  
Superior Tech, Duluth, Minnesota  
Responsibility: 50% Scope: National
  - Proctor High School Athletics, Brand Identity and System Design**  
Proctor High School, Proctor, Minnesota  
Responsibility: 75% Scope: Statewide
  - Baking It Real, Brand Identity and System Design, Product Design**  
Baking It Real, Maple Grove, Minnesota  
Responsibility: 90% Scope: National



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## CURRICULUM VITAE *(continued)*

### DEFINING SCOPE

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### **Gays Do The D Podcast, Brand Identity and System Design**

Gays Do The D Podcast, Minneapolis, Minnesota  
Responsibility: 100% Scope: International

#### **Pippa the Poofy, Goofy Newfie, Children's Book Illustration and Design**

Katy Helbacka, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Maurices 24/7, Brand Identity Design**

Maurices, Duluth, Minnesota, United States  
Responsibility: 100% Scope: National

#### **Maurices Corporate Social Responsibility, Web Design and Strategy**

Maurices, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **The Overlook, Brand Identity and System Design**

Encompass Real Estate Investment Services, Duluth, Minnesota  
Responsibility: 100% Scope: Local

#### **The Christine and Dan Stocke Foundation, Brand Identity Design**

Christine and Dan Stocke, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### **Gloria Dei Lutheran Church, Rebrand, Web Design and Development**

Gloria Dei Lutheran Church, Duluth, Minnesota  
Responsibility: 95% Scope: Local

#### **Haven Nail Studio, Product Design**

Haven Nail Studio, Edina, Minnesota  
Responsibility: 100% Scope: Statewide

#### **Wolf Creek Watch Company, Web Design and Development**

Wolf Creek Watch Company, Duluth, Minnesota  
Responsibility: 100% Scope: International



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### DEFINING SCOPE

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

### 2020

#### **The Voyageur/The North Star, Brand and Product Design, Illustration**

Wolf Creek Watch Company, Duluth, Minnesota

Responsibility: 90% Scope: International

#### **Heart 2 Home Mobile Truck, Illustration**

Heart 2 Home, Atlanta, Georgia

Responsibility: 100% Scope: National

#### **The Hull, Branding + Exterior Signage Design**

Duluth Screen Printing Company, Duluth, Minnesota

Responsibility: 100% Scope: Statewide

#### **SynchTec, Brand Identity and System Design**

SynchTec, Duluth, Minnesota

Responsibility: 100% Scope: National

#### **Northeast Wisconsin Paddlers, Brand Identity and System Design**

Northeast Wisconsin Paddlers, Milwaukee, Wisconsin

Responsibility: 75% Scope: National

#### **Select Leaders, Advertising and Publication Design**

Select Leaders, New York City, New York

Responsibility: 100% Scope: National

#### **Style By Dena, Brand Identity**

Style By Dena, Duluth, Minnesota

Responsibility: 100% Scope: Local

#### **Amy Broadmoore Photography Brand Identity and System Design**

Amy Broadmoore Photography, Duluth, Minnesota

Responsibility: 100% Scope: Statewide

#### **Full Potential Performance Coaching, Brand Identity Design**

Plymouth, Minnesota

Responsibility: 75% Scope: Statewide



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## CURRICULUM VITAE *(continued)*

### DEFINING SCOPE

#### Intergalactic

Projects for clients working beyond Earth's atmosphere in the space industry.

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### Wild State Cider, Brand Identity Refinement, System and Product Design

Wild State Cider, Duluth, Minnesota  
Responsibility: 50% Scope: Regional

#### Lincoln Park Business Group, Brand Identity Design

Lincoln Park Business Group, Duluth, Minnesota  
Responsibility: 50% Scope: Local

#### 2020 Theater Season, Poster and Promo Material Design

Renegade Theater Company, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### Diggs Dental, Brand Identity and System, Print Design

Diggs Dental Care, Missoula Montana  
Responsibility: 75% Scope: National

#### Zeitgeist Arts, Brand Identity and System Design, Web Design and Development

Zeitgeist Arts, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### Black Water Lounge, Brand Identity Design and Recommendations

Black Woods Group, Duluth, Minnesota  
Responsibility: 50% Scope: Local

#### Outer Space Construction Company, Brand Identity and Print Design

Outer Space Construction Company, Fort Carson, Colorado  
Responsibility: 100% Scope: Intergalactic

#### Allerio, Rebrand and System Design, Web Design, Collateral Design

Allerio, Duluth, Minnesota  
Responsibility: 75% Scope: National

### 2019

#### Station Six, Brand Identity Design, Collateral Design

Station Six, Denver, Colorado  
Responsibility: 100% Scope: National



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### DEFINING SCOPE

- International**  
Projects for global clients with renowned products and services.
- National**  
Projects for clients across the country with a nationwide presence.
- Regional**  
Projects for clients whose reach spans the Upper Midwest.
- Statewide**  
Projects for established clients within the state of Minnesota.
- Local**  
Projects for our community in Duluth and surroundings.

- Emerge PT, Brand Identity and System Design**  
Emerge Physical Therapy, Fort Worth, Texas  
Responsibility: 50% Scope: National
- PHS 30 Year Anniversary, Brand Identity**  
Pediatric Home Service, Roseville, Minnesota  
Responsibility: 100% Scope: National
- RSVP Home Care Inc Partnership Launch, Campaign Design**  
Pediatric Home Service, Roseville, Minnesota  
Responsibility: 100% Scope: National
- 2019 Theater Season, Poster and Promo Material Design**  
Renegade Theater Company, Duluth, Minnesota  
Responsibility: 100% Scope: Regional
- SystemsNet Vita Security Launch, Publication Design**  
SystemsNet, Willow Grove, Pennsylvania  
Responsibility: 100% Scope: National
- The Recovery Academy, Tradeshow Design**  
The Recovery Academy, St. Paul, Minnesota  
Responsibility: 100% Scope: National
- Panichi Blair Wealth Management, Brand Identity and System Design**  
Panichi Blair Wealth Management, Duluth, Minnesota  
Responsibility: 50% Scope: Local
- Stone Mountain Farm, Brand Identity and System Design**  
Stone Mountain Farm, Belmont, New Hampshire  
Responsibility: 66% Scope: National
- School of Northern Lights, Brand Identity Design**  
School of Northern Lights, St. Paul, Minnesota  
Responsibility: 100% Scope: Statewide



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 Projects for our community in Duluth and surroundings.

- Duluth Lion’s Club Pancake Day, Poster and Promo Material Design**  
 Duluth Lion’s Club, Duluth, Minnesota  
 Responsibility: 100% Scope: Local
- Lake Superior Art Glass, Product Design**  
 Lake Superior Art Glass, Duluth, Minnesota  
 Responsibility: 100% Scope: Local
- Love Creamery, Mural Design**  
 Love Creamery, Duluth, Minnesota  
 Responsibility: 50% Scope: Local
- Silent Wake, Brand Identity Design**  
 Milwaukee, Wisconsin  
 Responsibility: 50% Scope: National
- Trailfitters, Brand Identity, Web Design and Development, Interior Design**  
 Trailfitters, Duluth, Minnesota  
 Responsibility: 66% Scope: Regional
- Encompass/Apartments Duluth, Brand Identity and System Design, Print Design**  
 Encompass Real Estate Investment Services, Duluth, Minnesota  
 Responsibility: 50% Scope: Local
- The Rare Book Sleuth, Brand Design and Package Design**  
 The Rare Book Sleuth, Minneapolis, Minnesota  
 Responsibility: 100% Scope: International
- Love Creamery, Brand Refinement and Packaging Design**  
 Love Creamery, Duluth, Minnesota, United States  
 Responsibility: 50% Scope: Local
- Canine Health Forward, Vehicle and Packaging Design**  
 Canine Health Forward, Two Harbors, Minnesota  
 Responsibility: 50% Scope: Local



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#### **Bridgeman's Ice Cream, Dessert Menu Design and Photography**

Bridgeman's Restaurant, Duluth, Minnesota  
Responsibility: 75% Scope: Local

#### **Renegade Theater Company, Brand Identity and System Design**

Renegade Theater Company, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### **Walker Display, Brand Identity and System Design, Web Design and Strategy**

Duluth, Minnesota  
Responsibility: 60% Scope: International

#### **Haven Nail Studio, Brand Identity and Print Design**

Edina, Minnesota  
Responsibility: 50% Scope: Statewide

#### **Huntsville Cider House, Brand Identity and Packaging Design**

Huntsville, Utah  
Responsibility: 100% Scope: National

### 2018

#### **Flagship Apparel, Various Shirt Designs**

Flagship, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Locally Laid Egg Company, Packaging Design**

Locally Laid Egg Company, Duluth, Minnesota  
Responsibility: 100% Scope: National

#### **Love Creamery, Pint Container Design**

Love Creamery, Duluth, Minnesota  
Responsibility: 50% Scope: Local

#### **Going For Gold: Jessie Diggins, Poster and Promo Material Design**

Duluth XC Ski Club, Duluth, Minnesota, United States  
Responsibility: 100% Scope: Statewide





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Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### **Confidential Government Project Branding**

NDA, Minneapolis, Minnesota, United States

Responsibility: 100% Scope: Statewide

#### **The Grace Race 5K, Brand Identity and Apparel Design,**

Rainbow Trail Lutheran Camp, Denver, Colorado

Responsibility: 100% Scope: National

#### **2018 Theater Season, Poster and Promo Material Design**

Renegade Theater Company, Duluth, Minnesota

Responsibility: 100% Scope: Regional

#### **Cozy Critters, Brand Identity Design**

Cozy Critters, Duluth, Minnesota

Responsibility: 100% Scope: Local

#### **Arik Forsman, Brand Identity and Yard Sign Design**

Duluth City Council, Duluth, Minnesota

Responsibility: 100% Scope: Local

#### **Wine In The Woods, Brand Identity and Event Collateral Design**

Hartley Nature Center, Duluth, Minnesota

Responsibility: 80% Scope: Local

#### **My Seoul Beauty, Brand Identity and Vehicle Design**

My Seoul Beauty, Denver, Colorado

Responsibility: 100% Scope: National

#### **Bitter Truth Brewing Company, Brand Identity Design**

Bitter Truth Brewing Company, Washington, District of Columbia

Responsibility: 100% Scope: National

#### **Wealth of Health, Brand Identity and Print Design**

Duluth, Minnesota, United States

Responsibility: 100% Scope: Local



**Matthew G. Olin**  
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## CURRICULUM VITAE *(continued)*

### DEFINING SCOPE

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### **NelsFinch Construction, Brand Identity and Print Design**

Bloomington, Minnesota, United States  
Responsibility: 100% Scope: Statewide

#### **Miller Realty, Brand Identity Design, Web Design and Development**

Duluth, Minnesota  
Responsibility: 100% Scope: Local

#### **Sprinkle Me Smitten, Brand Identity and Vehicle Design**

Sprinkle Me Smitten, Denver, Colorado  
Responsibility: 100% Scope: National

#### **Don Clark/George Slade VCLS Print**

Department of Art and Design, Duluth, Minnesota  
Responsibility: 50% Scope: Local

#### **2018 Duluth Traverse Gala, Invitation and Event Collateral Design**

COGGS, Duluth, Minnesota  
Responsibility: 50% Scope: Regional

### 2017

#### **Gendered Podcast, Brand Strategy and Identity Design**

Gendered, Minneapolis, Minnesota,  
Responsibility: 100% Scope: National

#### **2017 Theater Season, Poster and Promo Material Design**

Renegade Theater Company, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### **All The Tees, Curated Apparel Design**

Cotton Bureau, Pittsburgh, Pennsylvania  
Responsibility: 100% Scope: National

#### **District Flats, Brand Identity and Web Design**

Melhus Management, Duluth, Minnesota  
Responsibility: 100% Scope: Local



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## CURRICULUM VITAE *(continued)*

### DEFINING SCOPE

#### International

Projects for global clients with renowned products and services.

#### National

Projects for clients across the country with a nationwide presence.

#### Regional

Projects for clients whose reach spans the Upper Midwest.

#### Statewide

Projects for established clients within the state of Minnesota.

#### Local

Projects for our community in Duluth and surroundings.

#### Heart of Hospitality, Brand Identity and Decal Design

Heart of Hospitality, Duluth, Minnesota  
Responsibility: 100% Scope: Local

#### Take a Bike, Curated Apparel Design

Cotton Bureau, Pittsburgh, Pennsylvania  
Responsibility: 100% Scope: National

#### Patterns + Pops, Brand Identity and Vehicle Design, Retail Sign Consultation

Patterns and Pops, Denver, Colorado  
Responsibility: 100% Scope: National

#### One River, Many Stories, Brand Identity, Web and Print Design

Matthew G Olin, University of Minnesota Duluth, Duluth, Minnesota  
Responsibility: 100% Scope: Regional

#### Smiling is Contagious, Curated Apparel Design

Cotton Bureau, Pittsburgh, Pennsylvania  
Responsibility: 100% Scope: National

### 2016

#### Hartley Nature Center, Brand Strategy and Identity Design

Hartley Nature Center, Duluth, Minnesota  
Responsibility: 100% Scope: Local

#### YMCA Duluth, Campaign and Promo Material Design

Duluth, Minnesota, United States  
Responsibility: 100% Scope: Regional

#### Rainbow Trail Lutheran Camp, Brand Identity and System Design

Rainbow Trail Lutheran Camp, Hillside, Colorado  
Responsibility: 100% Scope: National

#### 2016 Theater Season, Poster and Promo Material Design

Renegade Theater Company, Duluth, Minnesota  
Responsibility: 100% Scope: Regional



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## CURRICULUM VITAE *(continued)*

### DEFINING SCOPE

#### National

Projects for clients across the country with a nationwide presence.

#### Local

Projects for our community in Duluth and surroundings.

#### **JOY Curated Apparel Design**

Cotton Bureau, Pittsburgh, Pennsylvania  
Responsibility: 100% Scope: National

#### **Duluth Winter Village, Brand Strategy and Consultation**

Duluth Winter Village, Duluth, Minnesota  
Responsibility: 75% Scope: Local

#### **Nicole Sippola Massage and Wellness, Branding Identity and Print Design**

Nicole Sippola Massage and Wellness, Duluth, Minnesota  
Responsibility: 100% Scope: Local

### CREATIVE AND ARTISTIC EXHIBITS

#### **Olin, M. G., “Everything and Nothing: 2023-24 Faculty Show at UMD”**

Tweed Museum of Art, Duluth, Minnesota, United States  
October 10, 2023 - February 11, 2024

#### **Olin, M. G., “We Create: 2021 Faculty Show at UMD”**

Tweed Museum of Art, Duluth, Minnesota, United States  
November 2, 2021 - December 29, 2021

#### **Olin, M. G., “Fine, Refine, Define: 2018 Faculty Show at UMD”**

Tweed Museum of Art, Duluth, Minnesota, United States  
February 6, 2018 - August 5, 2018

#### **Olin, M. G., “Posters For Parks”**

Love MPLS Parks, Minneapolis, Minnesota, United States  
October 20, 2016

### **MEDIA** (Design Work Featured)

#### **“Funner Brothers Donut Company,” KSTP-TV**

[kstp.com/special-coverage/minnesota-live/funner-brothers-donut-company/](http://kstp.com/special-coverage/minnesota-live/funner-brothers-donut-company/)  
October 31, 2023

#### **“Golden Valley Doughnut Shop Changes Name, Becomes Funner Brothers,”**

#### **CCX Media Community News**

[ccxmedia.org/news/golden-valley-doughnut-shop-becomes-funner/](http://ccxmedia.org/news/golden-valley-doughnut-shop-becomes-funner/)  
May 11, 2023



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## CURRICULUM VITAE *(continued)*

**“Dennis Anderson-themed Apparel Raising Money for Local Nonprofits,”** **WDIO**  
[wdio.com/GMN/dennis-anderson-apparel-nonprofits/5175160/](http://wdio.com/GMN/dennis-anderson-apparel-nonprofits/5175160/)  
December 12, 2018

**“WDIO News Anchor Dennis Anderson Shirt is Kind to Trees of Hope,”** **WDIO**  
[wdio.com/entertainment/dennis-anderson-wdio-duluth-flagship/5176171/](http://wdio.com/entertainment/dennis-anderson-wdio-duluth-flagship/5176171/)  
December 11, 2018

**“Screen Printing with Passion, Exploring Flagship Duluth,”**  
**Fox 21 Local News**  
[fox21online.com/2018/06/15/screen-printing-with-passion-exploring-flagship-duluth/](http://fox21online.com/2018/06/15/screen-printing-with-passion-exploring-flagship-duluth/)  
June 15, 2018

**“Duluth marketing agency hosts program for kids with autism,”**  
**Duluth News Tribune**  
[duluthnewstribune.com/lifestyle/health/4310748-duluth-marketing-agency-hosts-program-kids-autism](http://duluthnewstribune.com/lifestyle/health/4310748-duluth-marketing-agency-hosts-program-kids-autism)  
August 10, 2017

**“Selective Focus: Matthew Olin,”** **Perfect Duluth Day**  
[perfectduluthday.com/2017/03/24/selective-focus-matthew-olin/](http://perfectduluthday.com/2017/03/24/selective-focus-matthew-olin/)  
March 24, 2017

**“NYC Blizzard,”** **AIGA**  
[behance.net/gallery/12816029/Embrace-the-Snow-and-Shovels](http://behance.net/gallery/12816029/Embrace-the-Snow-and-Shovels)  
January 24, 2016

### **INSTRUCTIONAL ACTIVITY**

**Instructor, UMD KidsRock Art + Design Camp, UMD RSOP**  
Leader/Program Liason, 24 participants  
June 12, 2023 - June 16, 2023

**Instructor, UMD KidsRock Art + Design Camp, UMD RSOP**  
Leader/Program Liason, 18 participants  
July 25, 2022 - July 29, 2022



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## CURRICULUM VITAE *(continued)*

**Instructor, Organizer, Islands of Brilliance Sandbox Camp, Islands of Brilliance**

Volunteer Leader/Program Liason, 12 participants  
July 8, 2022 - July 12, 2022

**Instructor, UMD KidsRock Art + Design Camp, UMD RSOP**

Leader/Program Liason, 12 participants  
August 9, 2021 - August 13, 2021

**Instructor, Islands of Brilliance Workshop, Islands of Brilliance**

Volunteer Leader/Program Liason, 20 participants  
April 19, 2019

**Workshop, Islands of Brilliance Duluth, Islands of Brilliance**

Volunteer Mentor/Designer, 10 participants  
December 7, 2018

**Workshop, Islands of Brilliance Duluth, Islands of Brilliance**

Volunteer Mentor/Designer, 30 participants  
August 6, 2018 - August 10, 2018

**Workshop, Islands of Brilliance Duluth, Hailey Sault**

Volunteer Mentor/Designer, 30 participants  
August 7, 2017 - August 11, 2017

**Workshop, Islands of Brilliance Duluth, HTK Marketing**

Volunteer Mentor/Designer, 20 participants  
August 8, 2016 - August 12, 2016

### CURRICULUM DEVELOPMENT ACTIVITIES

**Transitioned UMD's GD portfolio review to a full remote experience, including the development of digitizing program assessment.**

August 2020 - Present

**Co-lead the effort to solidify learning outcomes for each of UMD's interactive design curriculum** (Emerging Media Design, Interactive 1, Interactive 2 and Graphic Design 5)

September 2016 - Present



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## CURRICULUM VITAE *(continued)*

### **PROFESSIONAL DEVELOPMENT ACTIVITIES**

#### **Training, “Diversity: Inclusion in the Modern Workplace and Managing Bias”**

University of Minnesota, Duluth, Minnesota  
December 2020

#### **Workshop, “The Dark Art of Pricing: Basics + Beyond”**

San Francisco, California  
November 23, 2020

#### **Workshop, “Racism Untaught”**

UMD SFA, Duluth, Minnesota, United States  
May 13, 2019

#### **Workshop, “Inclusive Pedagogy”**

University of Minnesota, Duluth, Minnesota, United States  
May 9, 2018 - May 10, 2018

#### **Training, “Creating an Inclusive Campus Climate”**

University of Minnesota, Duluth, Minnesota, United States  
May 7, 2018

### **ADVISING AND MENTORSHIP ACTIVITIES**

#### **Advising**

I advise an average of twenty-students per semester. This involves regular one-on-one meetings, addressing their scheduling and course-related inquiries, and assisting them in navigating their academic journey at UMD.

List of student names removed per FERPA regulations.

#### **UROP Advisor**

Worked with Ann Brennan to explore advanced systems and typographic design within the context of our annual Visual Culture Lecture Series. Demonstrated adaptability in response to the challenges posed by the COVID-19 pandemic, and collaborated in the design and production of a limited edition screen print for our Fall VCLS guest, Kelsi Sharp.

June 2020 - December 2020



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## CURRICULUM VITAE *(continued)*

### **Visual Culture Internship Advisor**

I assist students at various levels in UMD's program in locating both local and statewide internships. When a student secures an internship during the academic year and wishes to earn credit for it, I provide guidance throughout the semester and serve as the "instructor" for their Visual Culture internship. This includes ensuring proper compensation with the employer, fostering skill development and experience, and aiding the students in establishing a robust professional design network.

Four Students  
January 2022 - December 2022

Two Students  
January 2021 - December 2021

Four Students  
January 2020 - December 2020

Four Students  
August 27, 2018 - December 7, 2018

Five Students  
January 10, 2018 - April 27, 2018

### **Supervised Teaching Activity**

I have occasionally facilitated independent studies for students who exhibit curiosity about specific topics or have room in their course schedule to pursue advanced learning.

Nine Students since Fall 2016

## **SERVICE TO THE UNIVERSITY/COLLEGE/DEPARTMENT**

### **UNIVERSITY**

**Member, Web Advisory Committee, University Level**

September 2016 - Present





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## CURRICULUM VITAE *(continued)*

### **Advisor, Student Design Organization**

August 2014 - Present

### **Member, IT & Library Subcommittee**

August 27, 2018 - May 2020

### **Designer, LibEd Committee Form Re-Design**

March 2016 - January 2017

## **COLLEGE**

### **Graphic Design Assessment PAL**

August 2016 - Present

### **GD Portfolio Review Coordinator**

January 2017 - July 2023

### **Advisor, MMAD Lab/VizLab Marketing**

August 2014 - May 2020

### **Co-Chair, External Messaging & Communications Committee**

January 2020 - May 2020

## **DEPARTMENT**

### **RSOP KidsRock Summer Exploration Camp Organizer/Instructor**

August 2021 - Present

### **Coordinator, Visual Culture Lecture Series**

January 2016 - Present

### **Member, GD TT Search Committee**

October 2022 - May 2023

### **Organizer, VCLS Limited Edition Print Series**

October 10, 2017 - May 2021

### **Member, Recruitment Committee**

September 2016 - May 2021



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## CURRICULUM VITAE *(continued)*

### **Co-Chair, Open Studio**

September 2016 - May 2020

### **Member, GD TT Search Committee, Round 2**

November 2018 - May 2019

### **Member, GD TT Search Committee**

January 1, 2018 - April 27, 2018

### **Advisor, Safe Space Posters**

December 2016 - January 2017

## **PUBLIC AND EXTERNAL SERVICE**

### **Volunteer Mentor/Leader/Program Liason, Islands of Brilliance**

Milwaukee, Wisconsin, USA

August 2016 - Present

### **Board Member, Hartley Nature Center, Elected**

Duluth, Minnesota, USA

April 2016 - September 2022

### **Mentor, Marshall School: Senior Project Mentor, Duluth**

January 1, 2019 - January 1, 2020

### **AIGA MN Associate Director of Career Stages, Elected**

Minneapolis, Minnesota, USA, approximately 20 hours spent per year

January 11, 2018 - January 1, 2020

### **Member, AIGA Minnesota Education Committee, Appointed**

Minneapolis, MN, USA, approximately 40 hours spent per year

August 2015 - January 31, 2018

### **Member, Head of Lakes United Way Marketing Committee, Duluth**

December 2016 - December 2017