



MATT CARREAU

I am a designer, researcher, creative facilitator and strategist. In my creative and professional work I use design-thinking methods to empower individuals and communities to exercise their civic imagination. I organize workshops and public events, facilitate creative brainstorming sessions, design organizational strategies, and create projects that educate and inspire.

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SKILLS & TALENTS

Interdisciplinary collaboration: I promote communication and cooperation in diverse teams.

Creative facilitation: I design and lead creative workshops, consultations and public forums.

Research and analysis: I combine traditional desk research with ethnographic field methods to reveal hidden assets and critical insights.

Design strategy: I define challenges and opportunities and design solutions that address strategic and organizational issues.

Project management: I organize teams and coordinate resources to deliver successful projects that exceed client requirements.

Verbal and written communication: I present complex ideas in clear and accessible language, and am comfortable with public speaking and stakeholder presentations.

Visual communication: I work with the Adobe suite to design presentations, layout reports, and visually communicate ideas. I sketch and model brainstorming ideas for teammates and clients.

EDUCATION

Interdisciplinary Design Strategy, Institute without Boundaries (Post-Graduate) Toronto (2012)

The Institute teaches collaborative design strategy for social, ecological and economic innovation. Applied learning in the areas of systems thinking, foresight, business strategy, and human-centred design. Students collaborate on real-world client-based projects to research, design, prototype and communicate sustainable urban strategies. 2012 Project Focus: City Systems - Edge Cities (Markham, Ontario)

- **Co-Lab: A Change Lab for Markham:** Submitted as the final project for our client partner the City of Markham, Co-Lab is a proposal to establish a laboratory for inter-departmental collaboration and problem solving at City Hall. We created a publication outlining the vision, organizational model, one year implementation plan with budget, and two scenarios showing how Co-Lab could help the City engage citizens and local business as city builders.

Multimedia Communications (Certificate) Yukon College, Whitehorse (2010)

Comprehensive training in desktop publishing, image and video editing, digital illustration, HTML + CSS.

Bachelor of Humanities (Honours) Carleton University, Ottawa (2008)

Multi-disciplinary liberal arts program emphasizing primary-source engagement with the "great works" of philosophy, science, religion, literature, history and art in the Western tradition.

☰ EXPERIENCE

Communications and Special Projects Coordinator, Manitoba Arts Council

December 2013 – Ongoing

- Working in collaboration with staff, I improve and optimize internal and external communications processes and plans by introducing new ways of working, making recommendations about new technology, and developing strategies and plans for special projects.
- I am responsible for managing and updating the website, designing and distributing email newsletters, coordinating social media, and supporting the communications team in all areas related to digital media and design.
- Current special projects: developing a social media strategy; overseeing the re-skin of our website; introducing a standardized email newsletter template and design scheme; launching a self-publishing tool for artists to share stories about their work on our website.

Programs Coordinator, 2014 Year of Urban Ideas, Winnipeg Arts Council

January 2013 – December 2013

- Following my work as a strategy consultant with the Winnipeg Arts Council, I transitioned into the role of Programs Coordinator for the “2014 Year of Urban Ideas” project. In collaboration with WAC staff and community partners I developed a schedule of programs exploring how the arts, design and creative practices can be catalysts for innovative approaches to city building.
- The program plan included a *Creative Placemaking Symposium*, pop-up design competition, and a camp for youth called *City Builders* exploring urban planning and sustainability issues.

Strategy Consultant, Urban Idea Centre (Winnipeg Arts Council)

September 2012 – December 2013

- The Urban Idea White Paper was commissioned by the Winnipeg Arts Council (WAC) to provide a body of research, analysis and recommendations to help WAC explore options and make informed decisions about the future of the Urban Idea Centre.
- I grounded my research in a survey of existing urban-focused advocacy initiatives in Winnipeg, combined with an analysis of the Winnipeg Arts Council’s strategic goals and strengths, to identify a unique place for the Urban Idea Centre in Winnipeg.
- I proposed 8 strategies for the new organization, focusing on collaboration and partnerships with other urban advocacy groups, popular education programs, design-thinking based problem solving, and creating opportunities for citizen involvement. I provided case studies of innovative organizations from across North America to illustrate each strategic recommendation.

Strategy Consultant, Richardson College for the Environment, University of Winnipeg

January 2013 – June 2013

- The Richardson College is a new building on campus that brings together science, geography, urban and indigenous studies under one roof. I was asked by the Vice President of Research and Innovation to prepare a report outlining a model for supporting inter-departmental collaboration and community-university research partnerships at the College.
- Taking inspiration from the *Constellation Model for Collaborative Social Change* developed by the Centre for Social Innovation in Toronto, I proposed the creation of small, self-organizing multidisciplinary research groups (constellations) and a new Innovation Fund to support these groups in undertaking community-university research projects.

Festival Coordinator, Jane's Walk Winnipeg (2011, 2013, 2014, 2015)

- Jane's Walk is a festival of urban walking tours that celebrates the legacy of Jane Jacobs. Over four years I helped Jane's Walk grow to become a recognized and celebrated annual event in Winnipeg with upwards of 20-25 walks offered each year in neighbourhoods across the city.
- I manage project timelines, organize volunteers, recruit new walk leaders, identify sponsorship opportunities, design promotional materials, facilitate training sessions, and field media inquiries.

Regional Coordinator, Canadian Nonprofit Innovators Network

December 2010 – August 2011

- In 2010 the Canadian Nonprofit Innovators Network set out to identify creative innovations transforming the not-for-profit sector in Canada. As regional editor for Manitoba, I facilitated a conversation about Manitoba's non-profit sector through the creation of a blog publishing stories about local social innovations, interviews, and insightful analysis on topical issues.
- Responsibilities involved developing a comprehensive project plan and assembling an advisory committee; networking to identify story themes, individuals and organizations to profile on the blog; hiring writers and assigning writers to cover stories and conduct interviews; editorial duties associated with maintaining an online publication.

DESIGN RESEARCH & ACTION PROJECTS

Winnipeg Urbanist Meetup

2014 - Ongoing

I organize a monthly gathering for civic minded people and groups to network, share ideas, and collaborate on new projects. Each meetup we explore a different theme. Meetups have included a forum on universal urban design, the future of libraries in the 21st century, a creative placemaking design jam, and more.

Urban Wayfinding Forum + Walk

September, 2014

I secured funding to bring members of the Edmonton Wayfinding Project to Winnipeg to share the story of their wayfinding research and design advocacy work. I organized a forum and public walking tour that brought together urban planning and information design professionals to discuss urban wayfinding issues in Winnipeg.

UrbanIXD Summer School: Designing Human Interaction in the Networked City (Croatia)

August, 2013

I was one of 40 young creative professionals from around the world who participated in the UrbanIXD summer school exploring critical issues at the intersection of design, technology and the urban environment. We worked in teams to create design-fiction proposals and installations.

iconnipeg: Drawing the City from A-Z

2014 - Ongoing

iconnipeg is a collaborative design workshop series that invites the public to create icons that visually communicate Winnipeg's local civic identity. I presented iconnipeg at the 2013 and 2014 Winnipeg Design Festival. I am now working with professional graphic designers to vectorize icon sketches submitted by the public for an exhibition in 2015.

Creative Placemaking Design Jam

May, 2014

I organized a design jam for the Winnipeg Arts Council's *Creative Placemaking Challenge* which gave the public the chance to win \$1500 to build temporary installations in the alleys of downtown Winnipeg. The design jam included a site visit of the alleys, team formation, idea generation, sketching and prototyping, and group presentations.

Design Facilitator, Good Work Project

February, 2013

A charitable event where designers donated one-day of their time and skills to help non-profits with their design and marketing needs. As a Design Facilitator, I met with two non-profit groups to identify their needs and draft a brief for the designers. On the day of the event I project managed a team of designers through the process.