



**MATT HOLLOWAY**  
Creative Director + Product Strategy

www.mattholloway.com  
heymattholloway@gmail.com  
(732) 773-5662

**AT-A-GLANCE SAMPLE FROM CASE STUDY**

Pureflo Yoga

**DELIVERABLES**

- E-Comm Website
- Brand
- Presentations
- Asset Library

**SKILLS APPLIED**

- Product Ideation
- Product Strategy
- Product Design
- Web Application Design
- UI/UX
- Marketing Collateral
- Infographics
- Photography
- Brand System

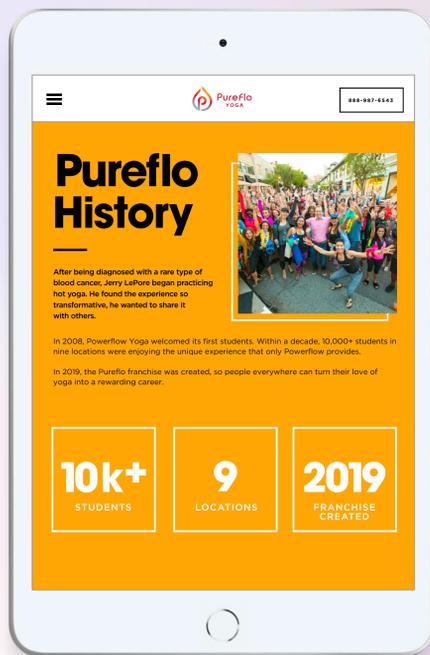
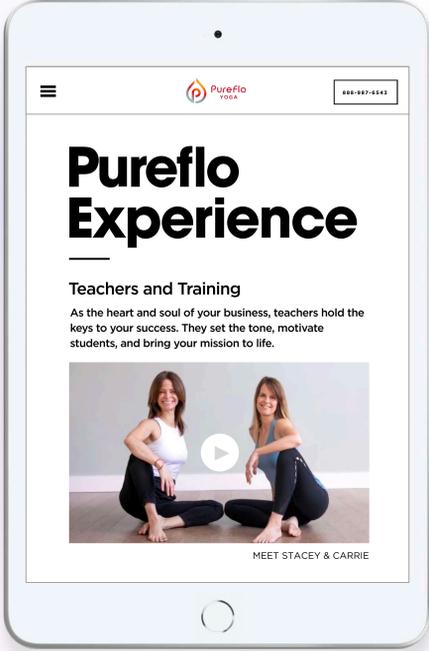
**APPLICATIONS**

- Sketch
- Photoshop
- Illustrator
- Invision



# A community that welcomes everybody.

Beginners, spiritual seekers, weekend warriors, seasoned athletes, and serious yogis. While each journey is unique, we're all in it together. I designed a website and brand that encompassed this emotion.



## Inclusive message. Responsive design.

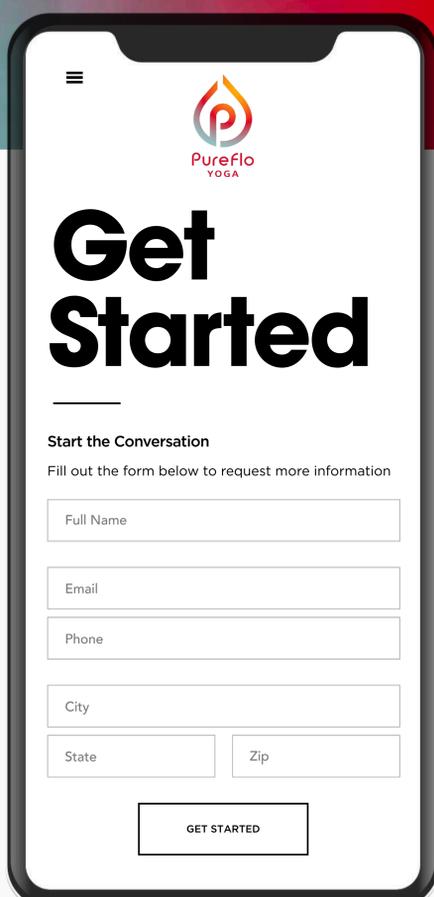
I approached the site design with the same ideology as the message... to be available to everyone. That is why it is important to have the site responsive on all devices and browsers.

## Fast track

As a potential franchisee for Pureflo® Yoga Studios, you can track your progress and see what the next steps will be in your journey to ownership.



Chat with one of our team members by phone



**Thank you.**