

MATT HOLLOWAY

PRODUCT + DESIGN

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SUMMARY

Creative Director and Digital Product Designer specializing in elevated brand systems, succinct data visualizations, intuitive e-commerce flows and instinctual web applications. My teams, peers, and clients credit me as a “roll my sleeves up” designer, creative problem-solver, and thoughtful mentor. I value the opinions of the team, the importance of budgeting and deadlines, and top quality product deliverables for clients and users. I am currently consulting full-time.

EXPERIENCE

2019-Present
New York, NY

Toptal
Contract Creative Director

2019-2019
Holmdel, NJ

WorkWave
Creative Director

- Restructured agency to perform at maximum capability with minimal capacity
- Organized entire project roster, resulting in ahead-of-schedule deliverables
- Established an efficient and complete offsite art department
- Created a reusable asset library of industry standard templates
- Designed a multi-tiered subscription based marketing package for small to mid-sized businesses
- Leveraged cross-departmental relationships to aid in project deliverables
- Lead marketing initiatives on multiple concurrent projects for franchise companies
- Ideated marketing campaigns for enterprise-level companies
- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Sketch, and Illustrator
- Created UI prototypes in InVision
- Created UI animations in Webflow
- Designed and launched landing pages using Unbounce
- Collaborated daily with principals, account execs, developers, and clients

Major Projects

- Devised and implemented marketing campaigns for franchise opportunities, including **Baskin Robbins®**, **Super Cuts®**, **Merry Maids®**, **Phenix Salon Suites®**, and **K9 Resorts®**
- Designed, reorganized and ported over all **Terminex®** Specialty Brands to a new web platform
- Created new brand system and website for **Pureflo®**

2015-2018
New York, NY

The Princeton Review
Creative Director

- Lead marketing team on multiple concurrent projects
- Lead brainstorm and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Sketch, and Illustrator
- Created UI prototypes in InVision and Flinto
- Created UI animations in Webflow
- Participated in User testing studies using UserZoom
- Collaborated daily with sales, development, quality assurance, project management, and client teams
- Worked directly with development team to fine-tune final designs
- Mentored designers and copywriters, helping to set career goals

Major Projects

- Redesigned consumer-facing website, with multiple staged e-commerce packages targeting specific markets
- Restructured fragmented brand system and implemented internal checkpoints within the library for consistency
- Designed UI for back-end web application that managed student profiles, study-trackers, tutor profiles, tutor acquisition management and online classroom tools

EXPERIENCE (Cont.)

2013-2015

New York, NY

Tutor.com

Creative Director

- Lead marketing team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop and Illustrator
- Created UI prototypes in InVision and Flinto
- Collaborated daily with sales, development, quality assurance, project management, and client teams
- Worked directly with development team to fine-tune final designs
- Mentored designers, helping to set career goals

Major Projects

- Structured web application to manage partnerships with schools, libraries, higher education, US Military, and corporate clients
- Redesigned online tutoring classroom and integrated live video feed feature
- Designed a streamlined interface to manage tutor roster and acquisition

2009-2013

New York, NY

Thumb App

Co-Founder, Senior Art Director

- Lead design team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop and Illustrator
- Participated in user testing studies
- Collaborated daily with UX, Dev, QA, PM, and Management teams
- Worked directly with development team to fine-tune final designs
- Recognized by **CNN**, **TechCrunch** and **Venture Beat**

Major Projects

- Designed native utility/social mobile app for iPhone, Android, and web application platforms
- Created a brand system and consumer-facing website
- Assisted in direction of a broadcast-ready marketing video

2001-2009

Red Bank, NJ

Kurani Interactive Agency

Art Director

- Lead design Team on multiple concurrent projects
- Lead brainstorms and concept development on pitches and projects
- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Illustrator, and Flash
- Collaborated daily with UX, Dev, QA, PM, and Management teams
- Worked directly with development team to fine-tune final designs

Major Projects

- Designed high-profile and high-volume B2B and B2C websites. (e.g. **Nike**, **Universal Nutrition**, **Lingo**, **Mannington**, **Fagor**, **Magnets.com**)
- Refined brand system
- Helped format a discover/design/develop/deploy eco-system within the agency

1999-2001

Woodbridge, NJ

The Creative Group, Division of Robert Half

Senior Graphic Designer

- Built presentation decks and presented creative concepts
- Created comps in Photoshop, Illustrator, and Flash
- Worked directly with development team to fine-tune final designs

Major Projects

- Contract for hire for various companies and projects including website for **Accenture** and design collateral for **Sawtooth Group**, **CommVault**, and **Firminich**