MATT HOLLOWAY
PRODUCT + DESIGN, NYC

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

SUMMARY

Creative Director and Digital Product Designer specializing in elevated brand systems, intuitive commerce flows and instinctually simplified 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 the quality of product for the end User. I am currently consulting full-time.

EXPERIENCE

2015-2018
New York, NY

The Princeton Review
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, 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 UX, Dev, QA, PM, and Client teams
- Worked directly with Devs to fine-tune final designs
- Mentored Designers and Copy Writers, 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 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

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 UX, Dev, QA, PM, and Client teams
- Worked directly with Devs 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

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EXPERIENCE

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 Devs 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, and Management teams
- Worked directly with Devs 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 agency

1999-2001
New York, NY

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 Devs 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