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, succinct data visualizations, 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 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 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