

MATT HOLLOWAY

Creative Director / Product Designer

www.mattholloway.com

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(732) 773-5662

Summary

I'm a 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 and creative problem-solver. I value the team's opinions, the importance of budgeting and deadlines, and top-quality product deliverables for clients and users.

I believe in fostering a solid EQ (emotional intelligence) at any gig and that supporting a team, positivity through adversity, and mentorship, are all critical to a successful and fun project.

Tech

Figma, Sketch, Webflow, Adobe CC Suite, PowerPoint, Keynote, Slides, Basecamp, Monday, Trello, Jira, InVision, Flinto, and Squarespace.

Skills

Project Management, Team Building, Mentoring, Digital & Print, Branding, UX/UI, Research, Web, Web App, Native App, eCommerce, Analytics, Admin Management, Onboarding, HTML, CSS, User Flows, Presentations, Mood Boards, Strategy, Ideation, and Illustration.

Experience

2019-Pres .

Toptal, Creative Freelancer

- Top tier freelancer with experience in the entertainment & leisure, food & beverage, fintech, dating, education, personal care, health & wellness, and SAAS verticals; plus eCommerce sectors including B2B, B2C, C2C, and D2C.

2021-Pres .

Videoshops, Creative Director / Product Designer

- Worked alongside Nicole Winnaman (Founder of the branding and licensing company Winnaman & Associates, and Abra Potkin, former vp talent and strategy at Verizon Media with a background in development at ABC and CBS) with the ambitious goal to change the way people sell and shop.
- Designed a democratized and distributed marketplace platform that bridges the gap between brands and content creators by use of an integrated eCommerce brand directory called the Universal Merchant Engine.
- Managed assets for multiple departments running concurrent urgent deliverables, including design, engineering, development, sales, marketing, creator, and brand teams.
- Developed two distinct management portals, one for creators and the other for brands. These portals controlled product ingestion and curation, publishing, marketplace customization, and analytics.
- Created a marketplace "promotion tool" for creators that made their social network video posts shoppable and shareable, generated a QR code for IRL sharing, and distributed custom texts to their SMS follower list.

2019-2021 .

NOWwith, Creative Director / Product Designer

- Played a pivotal role in raising \$18mm, with a team of investors who include former Twitter CEO Dick Costolo, DAZN Group chairman Kevin Mayer, Honey president Joanne Bradford, and Greycroft's Dana Settle, plus Rodriguez, who invested with entrepreneur Marc Lore (the founder of Jet.com and the former head of eCommerce at Walmart U.S.).
- Expanded and oversaw the creative team from 1 to ~25. The department consisted of junior-senior graphic designers, front-end developers, motion graphics artists, editors, content creators, copywriters, UX designers, UI designers, eComm specialists, social media experts, and project managers.
- Commissioned and managed multiple outside agencies to assist us in times of critical, time-sensitive deliverables.
- Successfully strategized a pivot during the Covid19 outbreak that enabled us to continue and thrive by powering our platform on user-generated content. This required a complete infrastructure shift on the product but resulted in a massive increase in production, ~75%. We never pivoted back.
- Instituted an agile workflow with one-week sprints that would dovetail with the developers' two-week sprints. This doubled efficiency and allowed us to keep pace during a lean period.
- Created a custom shoppable "Player Layer," which seamlessly integrated into a standard video player, thus not interfering with the player footprint. This was live tested on Sports Illustrated Swimsuit's website, proving it could make ANY video shoppable.
- Designed an end-to-end eCommerce solution that catered to 30+mm products, both dropship, and affiliate.

2014-2019 .

Princeton Review, Creative Director

- Worked alongside Mandy Ginsberg and Shar Dubey, both former CEOs of the MATCH GROUP, strategizing with the intent to catapult the brand into the edutech lead and own the market.
- Directed a team of ~30 across three departments: design, marketing, and development. Platform creation included onboarding flows, eCommerce solutions, native mobile apps, discovery and marketing campaigns, and rebranding & visual language systems.
- Improved student onboard conversion by 15%

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Experience (Continued)

Continued

- Increased sales by 8% within two quarters by using a strict method of a-b testing to make minute incremental updates with user tests to prove the concepts.
- Facilitated buyout merger with South Korean edutech firm ST Unitas. Worked closely with the ST Unitas team to familiarize them with the platform and efficiently incorporate their members into the team.

2012-2014

Tutor.com, Creative Director

- Played an integral role in the acquisition with media/Internet giant IAC (InterActiveCorp). This enabled Tutor.com to expand its user reach from elementary to graduate school.
- Designed an internal management portal that organized and managed over 3000 tutors and 6000 tutoring sessions per night.
- Created a live-cast web application that acted as a "digital chalkboard" for tutors, including video interaction, commenting, grading, student management, and a live video editor.

2009-2012

Opinionated/Thumb, Co-Founder / Art Director

- Co-Founded and designed an opinion-based app with user engagement at an average of over 5 hours per month (as a point of comparison, Pinterest's average user engagement has been reported at 98 minutes per month).
- Created a shoppable feature built on "an interest-based graph" generated from the over 1 billion opinions shared by over 1.2 million registered users.
- Gamified the app by including a leaderboard and merit system for positive opinion feedback.
- Partnered with YPulse (leading global youth insights and intelligence platform) to more closely connect and craft the app for Gen Z and Millennial Users.
- Assisted in raising 5.7 million in funding.
- Scripted and directed a high-production commercial for the app.

2002-2009

Kurani Interactive, Art Director

- Led a small design team that developed many websites, email campaigns, digital advertisements, animations, web applications, and brand language systems.
- Actively pitched and presented to clients and prospects.
- Restructured the client-agency deliverables to a more agile approach built on in-depth discovery and iterating on those learnings.

2000-2002

The Creative Group, Creative Freelancer

- Mid-level freelancer specializing in pitch decks, animated advertising, animated promotionals, product mockups, websites, and branding.

2000-2002

EFI, Freelance Photo Retoucher

- Retouched photo assets for many fashion and product companies, including Estée Lauder, Dior, Mattel, Essence Magazine, and Macy's.

1999-2000

Net Civics, Senior Graphic Designer

- Designed innovative e-commerce and online marketing solutions for catalog retailers.

1997-1999

IBS Interactive, Graphic Designer

- Developed animated (Macromedia Flash) websites, presentations, advertisements, and proof-of-concept mockups.

1995-1997

American Printing Press, Pre-Press Tech / Night-Shift Manager

- Processed jobs, developed film, and monitored the two Heidelberg presses at night.