

Matt Holmen

A **Designer** in Los Angeles, CA

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Professional Experience

OneCause | Marketing Designer **2023 - Present**

- ✂ Create **conversion-focused marketing materials**, successfully increasing engagement from prospects and customers alike.
- ✂ **Collaborate with diverse stakeholders** to create over 300 pieces and counting of revenue-generating marketing content, including dozens of eBooks, infographics, and more.
- ✂ Design assets for a **monthly newsletter** sent to customers and prospects, increasing open rates and click-through rates substantially.
- ✂ Introduced and **transitioned design team to using InDesign** for digital publishing, resulting in increased file efficiency, along with improved readability and future-proofed formatting.

ZEBRADOG | UI/UX Designer **2021 - 2022**

- ✂ Designed and developed **user interfaces** for highly technical research teams, improving user experience and facilitating collaboration between diverse stakeholders.
- ✂ Spearheaded the **adoption of Figma**, improving productivity and streamlining the design process, saving hundreds of hours and enabling improved collaboration with designers and developers.
- ✂ Created wide-ranging **brand identities** for several high-value clients.

Freelance | Graphic Designer **2017 - 2021**

- ✂ Designed **robust documents for multiple national RFPs**, successfully securing clients for the agency
- ✂ Created **album art, merchandise, and multi-platform promotional collateral** for artists & musicians

PHOX | Founder, Creative Director **2011 - 2017**

- ✂ **Built a cross-disciplinary team** from the ground up and grew an audience of over one million fans.
- ✂ **Managed creative and enterprise employees**, allowing for exponential growth.
- ✂ Conceived and designed **innovative media and creative merchandise**, selling thousands of units.
- ✂ **Designed successful campaigns** for each of four albums, capturing new fans with every release.

Key Skills

- ✂ **Design Skills:** Typography | Color Theory | Illustration | Animation & Motion Design | Interaction Design | Wireframing & Prototyping | Visual Communication | Information Architecture
- ✂ **Human Skills:** Prioritization & Time Management | Written & Verbal Communication | Inter-Disciplinary Collaboration | Client Presentation

Education

Web & Digital Media Design | AAA

- ✂ Madison College | High Academic Honors

Curious creative, perennial student, and collaborator at heart.

As a musician-turned-designer, my fascination with the craft has led me on a journey through entertainment, tech, and nonprofits.

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