

MATT HOLLOWAY

Head of Product Design

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SUMMARY

Head of Product Design with 20+ years building products, platforms, and brands from 0 to scale. I work at the intersection of product and brand — leading teams, shaping systems, and driving measurable outcomes across commerce, creator tools, and consumer products. Known for turning complex, multi-sided platforms into experiences that feel simple. Fluent in AI-assisted design workflows across research, prototyping, and validation.

EXPERIENCE

VideoShops

Head of Product Design | 2021 to Present

Designed and scaled a social commerce platform connecting 1,000+ creators and 200+ brands through shoppable video, live commerce, and QR-based in-person selling.

- Architected the Universal Merchant Engine — a unified transaction layer connecting brands, creators, products, and payouts across a single marketplace
- Redesigned creator onboarding through user research and interaction design, reducing setup time by ~60% and increasing first-shop completion from 38% to 74%
- Built creator and brand portals covering product ingestion, publishing, curation, and real-time analytics
- Established a shared design system across creator, brand, and buyer surfaces — reducing design-to-dev handoff time by ~40%
- Designed shoppable video and QR commerce tools extending the platform into social and in-person channels
- Led UX across product, growth, and brand — supporting real-time transactions, same-day payouts, and live commerce sessions

Toptal

Freelance Product Designer | 2019 to Present

Selected into Toptal's top 3% network of freelance designers — engaged across product design, UX strategy, and brand for startups and growth-stage companies.

NOWwith

Head of Product Design | 2019 to 2021

Led product and creative for a shoppable video commerce platform serving creators and consumer brands.

- Scaled the design organization from 1 to 25 across product design, brand, motion, and content
- Led a full platform pivot during COVID — shifting to user-generated commerce and growing content production by ~75% within 90 days
- Designed a non-intrusive shoppable video layer that increased average order value by 22% without disrupting watch time
- Built an end-to-end e-commerce infrastructure supporting 30M+ products across dropship and affiliate models
- Drove stakeholder alignment across product, engineering, and brand to ship a checkout redesign that improved completion by 31%

The Princeton Review

Creative Director | Sep 2015 to Jun 2018

Directed design across digital products, marketing, and brand for one of the most recognized names in test prep and tutoring.

- Redesigned enrollment and onboarding flows, improving conversion by 11% and reducing drop-off on high-value tutoring packages by 18%
- Owned UX strategy, interaction design, and conversion optimization across the full platform — beyond visual design
- Built an accessible, unified design system spanning parents, students, tutors, and institutions across 40+ page templates
- Drove cross-functional delivery across brand, UX, marketing, and engineering — managing multiple concurrent workstreams
- Supported acquisition by ST Unitas — led platform handoff, team integration, and design roadmap continuity through transition

Tutor.com

Creative Director | Sep 2013 to Sep 2015

Led product and design for a large-scale online tutoring platform serving K–12 through college students nationwide.

- Designed an internal operations platform supporting 3,000+ tutors and 6,000+ live sessions per night — reducing scheduling errors by ~35%
- Built a live tutoring environment with integrated video, real-time whiteboarding, grading, and session management tools
- Centralized tutor workflows into a single interface, improving operational efficiency and reducing support tickets by ~25%
- Supported IAC acquisition — stabilized the platform and aligned product and design teams through the transition

Opinion-Aided / Thumb

Co-Founder and Product Design Lead | 2009 to 2013

Co-founded and designed a social opinion platform built around lightweight questions and high-velocity user engagement.

- Defined the core interaction model — drove participation rates averaging 4+ responses per user per session
- Shifted the platform from image-based to text-based content, reducing moderation load by ~70% and improving retention
- Designed engagement loops that converted 40%+ of one-time visitors into repeat participants

EARLIER CAREER

Kurani Interactive

Senior Art Director | 2001 to 2009

Eight years of agency work spanning product design, brand identity, and digital production across clients in retail, finance, media, healthcare, and publishing. Developed deep cross-vertical fluency in UX, visual systems, and web design at a time when the discipline was still being defined.

Earlier Roles

1997 to 2001

Senior Graphic Designer at The Creative Group. Web and Graphic Designer at IBS and Netcivics.

EDUCATION

Brick Computer Science Institute

Computer Science & Design