

# MATT HOLLOWAY

## Creative Director and Product Design Leader

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### SUMMARY

Creative Director and Product Design Leader specializing in large-scale platforms, commerce, and digital products. I lead cross-functional teams to design and scale systems that drive adoption, revenue, and long-term product trust.

### EXPERIENCE

#### VideoShops

Product Design Leader | 2021 to Present

Built a distributed social commerce platform connecting creators and brands through shoppable content.

- Architected the Universal Merchant Engine to unify brands, creators, products, and transactions into a single marketplace
- Developed creator and brand portals for product ingestion, publishing, curation, and analytics
- Created shoppable video and QR-based tools enabling commerce across social and in-person channels
- Directed UX and visual design across product, growth, creator tools, and brand systems
- Established design patterns supporting creators, brands, and buyers across a shared platform
- Launched a live creator commerce platform onboarding 200+ brands and 1,000+ creators, supporting real-time products, payouts, and transactions

#### NOWwith

Product Design Leader | 2019 to 2021

Led product and creative for a social commerce platform focused on shoppable, creator-driven sales.

- Scaled the creative organization from 1 to ~25 across product design, brand, motion, and content
- Led a major platform pivot during COVID that shifted the business to user-generated commerce and increased production by ~75%
- Designed a shoppable video layer allowing any video to support commerce without disrupting the viewing experience
- Built an end-to-end e-commerce system supporting 30M+ products across dropship and affiliate models
- Owned UX across creator tools, brand tools, and consumer shopping experiences
- Built workflows and design systems that enabled the platform to scale with a lean team

#### The Princeton Review

Creative Director | 2014 to 2019

Directed the evolution of The Princeton Review into a modern digital learning, tutoring, and commerce platform.

- Expanded the scope of design into UX strategy, product flows, and conversion optimization
- Drove cross-functional delivery across brand, UX, marketing, and product in partnership with engineering
- Managed multiple teams while remaining hands-on in high-impact design work
- Simplified enrollment, onboarding, and learning flows to reduce friction and increase clarity
- Improved enrollment and engagement across core student journeys by 11% through redesigned onboarding and purchase flows
- Built systems supporting parents, students, tutors, and institutions within a single brand framework
- Supported the transition to ST Unitas through platform handoff, team integration, and roadmap continuity

## **Tutor.com**

Creative Director | 2012 to 2014

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

- Designed and built an internal management system supporting 3,000+ tutors and 6,000 sessions per night
- Created a live tutoring environment with video, grading, student management, and real-time collaboration tools
- Improved operational efficiency by centralizing scheduling, tutor workflows, and session management
- Delivered complex education and video systems at scale
- Supported the acquisition by IAC by stabilizing the platform and aligning product and design teams during the transition

## **Opinion-Aided**

Co-Founder and Product Design Lead | 2009 to 2012

Built and grew a social opinion platform focused on lightweight questions and rapid user engagement.

- Defined the core interaction model driving high-volume user participation
- Led product decisions around moderation and safety to support scale and community trust
- Shifted the platform from image-based to text-based content to reduce risk and simplify moderation
- Designed engagement loops that converted one-time users into repeat participants
- Drove product and engineering iteration based on real user behavior and data

## **EARLIER CAREER**

1995 to 2009

Art Director, Senior Designer, and Digital Producer across agencies and startups, including Kurani Interactive, EFI, Net Civics, IBS Interactive, and The Creative Group.

## **SKILLS**

UX and UI design  
Product strategy  
Design systems  
Prototyping and research  
Conversion optimization  
Marketplaces and e-commerce  
Video commerce and creator tools  
Team leadership and mentoring  
Agile and cross-functional collaboration

## **TOOLS**

Figma  
Webflow  
Adobe Creative Suite  
Framer  
Midjourney  
Jira  
Monday  
Basecamp  
Hotjar  
Keynote  
PowerPoint