



Matt Houtman

Adaptable Graphic Designer with 5 years of agency experience specializing in branding, illustration, and multi-channel design. Proven track record of delivering creative solutions for large-scale consumer-facing brands within a fast-paced, small-agency environment. Adept at navigating the entire design lifecycle—from initial strategy and wireframing to final print and digital execution. Seeking to bring a self-starting attitude and diverse technical toolkit to a larger creative agency.

WORK EXPERIENCE

2021 – 2023 / 2023 – PRESENT

Designer / Senior Designer

Johnny Lightning Strikes Again, Kansas City

I started at JLSA as a Designer, then eventually was promoted to Senior Designer.

- Led comprehensive visual branding for high-profile consumer brands across print, digital, and social channels.
- Developed custom illustrations and iconography to elevate brand storytelling and audience engagement.
- Managed full-cycle design workflows, from initial discovery and strategy to final production hand-off.

2022 – PRESENT

Freelance Graphic Designer

Kansas City

When I'm not at the agency, I'm usually deep in the local music scene. I've provided freelance design services for bands, including show posters and merch. It serves as a place where I can push the boundaries of illustration and stay connected to the community.

2018 – 2021

Deli Clerk

Cosentino's Market, Kansas City

Supported daily operations in a high-traffic urban environment, focusing on meticulous visual presentation and efficient customer service while completing my design degree.

SKILLS

Strategy
Branding
Illustration
Print Production
UI Design
Wireframing
Web Design

EDUCATION

2017 – 2021

AAS

Johnson County
Community College
Overland Park, KS

PROGRAMS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe XD
Figma
Webflow
Balsamiq