



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. Able to navigate 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's a great place where I can push the boundaries of illustration and stay connected to the music community.

SKILLS

Branding
Illustration
Print Production
Strategy
UI Design
Web Design
Wireframing

EDUCATION

2018 - 2021

AAS

Johnson County
Community College
Overland Park, KS

PROGRAMS

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