



Matt Houtman

Adaptable Graphic Designer with over 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 fast-paced, small-agency environments. 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

2026 - PRESENT

Designer

Sandlot & Co., Kansas City

Supporting creative execution for 30+ McDonald's franchise restaurants and a range of regional and national clients across digital, social, print, and presentation materials.

- Design and produce social media content, digital advertising, print collateral, and campaign assets for agency clients across multiple industries.
- Collaborate with account managers and social media teams to translate creative briefs into on-brand deliverables while managing multiple projects and deadlines.
- Develop client-facing presentations, sales materials, and marketing campaigns that maintain brand consistency across digital and print channels.

2021 - 2023 / 2023 - 2026

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 Acrobat
Adobe After Effects
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe XD
Asana
Balsamiq
Canva
Constant Contact
Figma
Mailchimp
Monday
Webflow
Wordpress