

MATT TOMAN

contact

mattoman.com
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(281) 352-2982

toolbelt

SKILLS + PROCESSES:

Visual Design
Art Direction
Branding & Strategy
Illustration
Typography
UX/UI Design
User Flows
Wireframing & Prototyping
Web & Print Advertising
Digital Marketing
Copywriting
Social Media
Motion Design
Video Editing

PROGRAMS:

Photoshop
Illustrator
InDesign
AfterEffects
XD
Figma
Sketch
InVision
Google Suite
PowerPoint
Jira

fun fact

I play drums semi-professionally. While I'm typically playing in (and occasionally touring with) the band Bayonne, I also recently recorded drums for season 1 and 2 of the recent Halo: Infinite video game(s).

experience

Digital Brand Designer at YETI

SEPT - DEC 2023

Worked within YETI's in-house design team to create strategic marketing assets
Consistently offered up creative to garner buy-in while netting measurable results
Produced effective and beautiful communication to both external/internal audiences
An ambassador to maintain the YETI brand in all creative developed in-house

Visual Designer at BigCommerce

APR 2019 - JAN 2023

Partnered directly with requesters to deliver on-brand, high-quality content
Collaborated with team to produce concepts in an ultra-rapid environment
Created pixel-perfect output for mid-market and partner campaigns
Advocated for and help nurture high-performing brand and content guidelines
In charge and full autonomy over campaigns such as CBD, holiday, etc.

Visual Designer at Spiceworks

NOV 2018 - JAN 2019

Utilized design skills to produce ads & content for technology vendors
Created collateral and worked within the Spiceworks brand

Visual Designer at Accenture Interactive

JUNE - OCT 2018

Developed daily concepts and creations for numerous high profile clients
Collaborated with team to produce concepts in a an ultra-rapid environment
Experience in working on multiple projects simultaneously

Graphic Designer at Invodo

SEPT - DEC 2017

Designed and scaled content for Verizon Wireless, among others
Frequently generated UI mock-ups and graphic materials

education

General Assembly • Austin, Texas

User Experience Design Immersive Program. 10 weeks, full-time

Texas State University • San Marcos, Texas

Bachelor of Art in Mass Communication

Emphasis in Advertising, minor in Communication Design