



MATT BROWN

CREATIVE DIRECTOR DRIVEN BY SOLUTION
FOCUSED THINKING

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OVERVIEW

Philosophy and Approach

Summary

Solution-Focused Thinking With Tangible Results

The design industry is filled with plenty of opinions. Matt has been successful streamlining complex in house dynamics to define, integrate and execute tangible solutions without sacrificing the customer experience. With 5 personal awards, tens of team awards and hundreds of recognitions, Matt can augment your creative/marketing team and deliver real results at a very rapid pace.

EXPERIENCE

Hospitality Marketing Assoc.

2016 - 2017

Group Creative Director

Leveraging data as the cornerstone for a multi-faceted approach with hotel guest data, I changed the organizational thinking processes to a solution thinking first approach. A massive shift was made to encourage progressive and out of the box thinking by encouraging creativity at all levels.

- Created strategies with revenue goals for hotels such as Choice Hotels, Hyatt & Benchmark
- Developed 5 new OTA partnerships through the power of User Generated content for customers
- Managed a team responsible for 1 Billion dollars in annual marketing budgets
- Created and managed large budgets for hotel chains based upon annual objectives
- Designed over 100 email campaigns (collateral and decision tree)
- Won 3 awards for our clients in the first month as a consultant
- Implemented processes to decrease exposure in licensing agreements with stock photo vendors
- Held weekly Design Thinking workshops in line with IDEO designing thinking standards

Aloha Buggies LLC

2014 - 2016

Senior Design Director

Responsible for the strategic and hands on development of the product development, user experience, brand, digital strategy, go to market strategy, and establishing real measureable results. Design was an extension of the product and marketing departments which both reported to me.

- National Coverage received through product innovation on ABC, NBC, CBS & others
- One Webby Award, a HOW Award and 2 Aawards.com Awards were won for the digital properties
- Increased online sales by over 800 % by streamlining the UX with mobile first design
- Developed and executed true "from the ground up" visual branding with unique experiential visuals
- Built and managed a team of 20 in house and contract designers, developers and marketing staff
- Continually worked with Executive leadership to build a clear B2c and B2B Brand/Product story
- Designed and developed 3 mobile apps for partnership with Expedia and other OTA's

EXPERIENCE

WorldVentures Holdings

2012-2014

Group Creative Director

Created and launched several products for 4 brands and their respective customer personas. From 6 designers in 2012, to 41 in 2014, I established a full scale User Experience process to ensure all high level objectives were met through strategically leveraging data as the cornerstone to all "customer" projects.

- Created & re-launched brands through contextual interviews, strategic & design processes
- Created intake process for new projects through software, workflow, architecture & collaboration
- Won 2 HOW Awards, 1 Webby Award and 4 Aawards.com
- Developed key objectives, staffing needs, budget and strategy to execute quarter/annual goals
- Launched 2 apps, 7 websites, 1 web application and several other subsidiary products.
- Developed a non-profit brand and launch strategy for their products

Vitamin Research Products

2010 - 2012

Creative Director

Designed the digital footprint. From concept to product launch, I constantly surpassed revenue goals through design. I improved intelligence (more robust segmentation on customer lists), and saw a 250% increase in traffic with iterative strategies. Oversaw a \$1.5M budget and an 8-member team that worked collaboratively to build an environment that was anything but mediocre.

- Developed and launched multi-channel, web/direct marketing campaigns that saw 20% growth
- Designed market launch of 5 microsites, 6 sites, 35 landing pages & 3 organic campaigns
- Identified new/missed opportunities to the exec team while managing workflow & integrations
- Created funnel for site visitors that led to a 160% increase in conversions and increased UX
- Improved website page creation workflow which resulted in a 50% increase in project completion
- Developed a standards guide for all interactive elements from a UX and performance standpoint
- Exceeded revenue goals by identifying new market needs through UI/UX design research
- Designed/Launched 2 mobile apps to further engage and interact with education as the lead in

Sparking Creativity

2003 - 2010

Senior Creative Director

Advanced through a series of promotions, culminating in oversight of a 15-person creative and marketing team. Created concepts, scope of work and creatives for clients, campaigns, media and sales collateral for diverse projects/applications/clients. I was the customer and client facing appointed member for all startup to Fortune 100 clients.

- Designed & managed over 350 complex to enterprise projects for up to \$900M in revenue clients
- Assumed lead role in pitch team meetings due to strengths in presentation and negotiation skills
- Regularly closed major accounts with values from \$100K to \$1.5M & defined customer KPI's
- Generated response-rates of 6% to 8% (up to 4 times the industry average) for clients
- Responsible for ideation sessions with client and presentation of final concepts
- Launched over 20 products successfully either through design or market research

EDUCATION

University of Texas At Dallas

2017 - 2021

Behavioral Science

Cognitive Science and Neurology, degreed, with a focus on human-computer interaction and a study of the human decision-making process.

Art Institute of Dallas

2001 - 2004

Bachelor of Arts

Interior Design degree, with a focus on color use, spatial recognition and art history.