

Matt Holbein

Multimedia Designer & Paper Engineer

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Skills & Expertise

Technological Skills:

macOS 10.14 / Windows 10

Adobe Photoshop CC

Adobe Illustrator CC

Adobe InDesign CC

Adobe After Effects CC

Adobe Premiere Pro CC

Adobe Audition CC

Microsoft Office Suite

HTML5/CSS3/JS

Responsive Website Coding

Hootsuite

MailChimp / AWeber

Creative Skills:

Creative Ideation

Poster & Advertising Design

Website Design

Typography

Email and Social Media Marketing

Conceptual Sketching

Vector Illustration

Digital Colorization

Book Arts & Bookbinding

Paper Engineering & Pop-ups

Education

Rochester Institute of Technology

2010-2014

BFA in Illustration GPA: 3.76

Concentration: Creative Writing

Achievements

RIT Presidential Scholarship (4 years)

References are available upon request.

Experience

The Foliage Library Co - Owner

Pittsburgh, PA; September 2015 - Present

I own a small company designing and selling folding pop-up books about nature. In 2015 we successfully raised over \$16,000 on Kickstarter to publish our first creation, *The Bee Book*. In September 2017 we ran another successful Kickstarter and raised over \$9,800 to publish our second book, *24 Hour Flowers*.

In March 2018, The Foliage Library was awarded US Patent No. 9,914,070 for my Interactive Folding Book designs.

In my capacity at The Foliage Library I am responsible for:

Inventing and designing innovative new folding book forms

Coloring all the illustrations for the books

Designing layouts and typesetting the books

Preparing digital art files for printing

Creating custom die-cut files for use by a commercial printer

Fabricating book prototypes to demonstrate correct construction to printer

Communicating with global partners about prepress, dummy books, test prints, purchase orders, international freight shipping, etc.

Designing other print materials including postcards, stickers, greeting cards, pop-up cards, and business cards

Creating many highly detailed illustrations of my inventions for a non-provisional patent application on my folding designs

Conceptualizing, designing, and coding the company's website: thefoliagelibrary.com

Expanding the company's audience through social media and email marketing

Managing online store and fulfilling orders

Managing business finances and taxes

Experience Con't

eCareDiary, Inc. - Graphic/Web Designer

Pittsburgh, PA; June 2014 - December 2018

Upkeep website daily including creating banners and other website graphics, posting content, and recording podcasts.

Creation of re-branded versions of the site for licensing to clients in the healthcare field.

Upkeep of re-branded client sites including creating custom graphics and design changes for the client as needed.

Conceptualize and design new tools to make the site more useful to its users

Designing print materials such as brochures and business cards

Designing professional presentations for pitching products to potential clients

Creating web traffic reports based on information from analytics software such as SmarterStats and Google Analytics

RIT Q Center - Graphic/Web Designer

Rochester, NY; October 2011 - May 2014

Freelance Experience

Client: Djelloul Marbrook

Hudson, NY; 2016 - Present

Custom website: djelloulmarbrook.com

Client: Tyndall Arrasmith

New York, NY; 2016 - Present

Custom website: tarrasmith.design

Client: Joe Cooney

New York, NY; 2018 - Present

Custom website: youngmastersdesign.com

Interests

I have an avid interest in music & in my free time play the piano, cello, viola, guitar, bass, and mandolin.