



Matt Hodin

Senior Art Director & Designer | Brand & Campaigns

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I build brands that move people and campaigns that move markets. With 10+ years across agency, in-house, and independent work, I bring strategic thinking and craft-level execution to every touchpoint, from identity systems to integrated campaigns.

EDUCATION

- 2013 - 2015
BFA - Graphic Design
THE MARYLAND INSTITUTE COLLEGE OF ART (MICA)
- 2010 - 2013 - PENN STATE UNIVERSITY
Transferred from Penn State with intent; MICA's intensive BFA program offered the rigorous, craft-focused design education I was looking for.

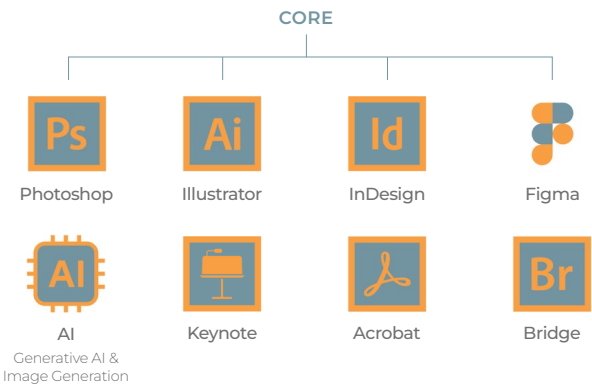
EXPERIENCE

- 2018 - Present
Senior Art Director
WHITE64 AGENCY | TYSONS, VA
 - Spearhead creative direction for integrated campaigns across transit, tourism, and public sector clients, translating complex briefs into cohesive visual systems that work across digital, social, OOH, and environmental channels.
 - Mentor and direct junior designers, setting a high creative bar and building a culture of intentional, strategic craft.
 - Partner with strategy and account teams to shape campaign narratives from the earliest stages, ensuring creative and business goals stay aligned.
 - Own the client-facing creative conversation, presenting concepts, defending decisions, and building the trust that keeps clients coming back.
 - Drive projects from first sketch to final delivery, maintaining consistency across every asset in a campaign ecosystem.
 - Contribute to new business pitches and proposals that support agency growth.
- 2015 - 2018
Graphic Designer
UNDER ARMOUR GLOBAL HEADQUARTERS | BALTIMORE, MD
 - Designed and optimized digital assets across UA.com including campaign graphics, marketing emails, and seasonal product launch content.
 - Collaborated with eCommerce, marketing, and product teams to support integrated digital initiatives at global scale.
 - Maintained rigorous brand consistency across digital touchpoints within a high-output, fast-paced production environment.
- Summer 2014
Graphic Design Intern
BALTIMORE OFFICE OF PROMOTION & THE ARTS | BALTIMORE, MD
Assisted the creative team in designing for large-scale festivals and events.
- 2014
Graphic Designer/Social Media Manager
HAYSTACK MOBILE TECHNOLOGIES | BALTIMORE, MD
Branded the company, helped design the mobile application and created marketing collateral for a city-wide guerrilla marketing campaign.
- 2011 - Present
Founder, Matt Hodin Design, LLC (Select Clients)
MATT HODIN DESIGN, LLC | ARLINGTON, VA
 - Founded and operate an independent design studio serving clients across hospitality, beverage, DTC, nonprofit, and emerging brand categories.
 - Deliver end-to-end brand work including identity systems, packaging, campaign assets, and marketing collateral, from strategic brief through final files.
 - Build direct relationships with founders and executives, translating early-stage vision into scalable visual brands.
 - Manage all aspects of client engagements independently: scoping, timelines, creative direction, and delivery.

DESIGN SKILLS

- Creative Direction
Leading concept development and visual direction across integrated campaigns, guiding work from initial brief through final execution.
- Brand Identity & Systems
Designing cohesive visual identities & scalable brand systems across digital and physical touchpoints.
- Integrated Campaign Development
Translating strategy into compelling multi-channel campaigns across social, digital, OOH, and environmental media.
- Visual Storytelling
Crafting concept-driven design that communicates clearly, resonates with target audiences, and gives brands a distinct point of view.
- Art Direction for Photography & Video
Directing photo and video shoots to ensure every visual asset aligns with brand standards and campaign objectives.
- Client Presentation & Stakeholder Alignment
Presenting work with clarity and confidence, guiding clients and stakeholders through creative decisions to drive buy-in and build lasting trust.
- Concept Development
Generating original ideas that connect brand strategy to visual expression, from early ideation through refined creative solutions.
- Environmental & Experiential Design
Extending brand and campaign systems into physical spaces, signage, events, and experiential touchpoints for cohesive real-world impact.

DESIGN TOOLS



AWARDS

- Silver ADDY Award – Peraton 4D Experience
- dotCOMM Platinum Award – Peraton Site Redesign
- Best of Baltimore – Graphic Designer