

# MATT FLAUM

Multi-faceted creative with over 5 years of experience in entrepreneurial startups, fast-paced fashion-tech retail, and traditional business training. Passionate about blending analytical and creative thinking at the intersection of business, fashion, and design. Adept at balancing corporate strategy with creative innovation, evolving while staying true to core values. Skilled in collaboration and strategic problem-solving, driven by design and innovation. Interests include snowboarding, reading, and pursuing projects in art, fashion, and music.

## EXPERIENCE

### Apostrophe

*UX/UI Designer — 2023 - 2024*

Designed gallery-inspired mobile platform using Figma, creating high-fidelity prototypes and working with developers for seamless implementation. Developed design system with 300+ components, optimizing typography, color palettes, and user flows for consistent interface. Collaborated with CEO and CMO on research-driven strategies, aligning design with business objectives to enhance user experience.

### Matt Flaum

*Freelance Designer — 2023 - Current*

Launched independent design business, providing art direction, brand design, and UX/UI design services to clients ID8 Investments, Plant Passenger, and Snap Homes. Expanded client base through strategic pitches to high-profile companies Dover Street Market and Juice Press. Revamped portfolio website with a developer, showcasing range of creative solutions and design capabilities across print, digital, and experience media.

### Stadium Goods

*Assistant Planner — 2021 - 2023*

Managed \$100M+ inventory for New York and Chicago stores, overseeing stock levels and product transfers while aligning with business objectives. Generated \$10M+ in revenue through strategic partnerships with key streetwear accounts, using trend analysis for actionable insights. Led cross-functional teams to develop visual merchandising strategies, enhancing retail presentation for daily operations and store events. Consulted on design for e-commerce projects, including marketing emails, in-house mobile apps, and website visuals.

### MF Shop

*Fashion Entrepreneur — 2015 - Current*

Achieved \$300k+ in revenue through innovative buying and selling strategies, maintaining 30% margin and receiving top customer feedback across 600+ transactions. Researched market trends, curated fashion archive, and built strong relationships with store associates for seamless product sourcing, showcasing strong eye for style. Expanded into fashion design with MF Label, creating mood boards, designing products, and managing production, with brand featured in DECAL Magazine.

### EY

*Business Analyst — 2018 - 2021*

Analyzed financial data with advanced Excel, delivering accurate statements under tight deadlines. Delivered creative business presentations, excelling in dynamic environments and taking initiative during busy seasons. Demonstrated adaptability, time management, and communication skills through exceptional client service, effectively organizing and presenting complex datasets.

## SKILLS

**Business Skills** — Entrepreneurship, Market Research, Product Curation, Trend Analysis

**Design Expertise** — Art Direction, Brand Design, Fashion Design, UX/UI Design

**Tools** — Adobe Creative Cloud, Figma, Keynote, Microsoft Office

## EDUCATION

George Washington University — Business Administration, *Spring 2017*

Florence University of the Arts — Business Fashion, *Spring 2016*

General Assembly — User Experience Design, *Summer 2023*