

# Matthew Hebdon

BFA Industrial Design, Rochester Institute of Technology

## Personal Statement

What drives me is a desire to make a positive impact in my community. As a designer, I look forward to learning as much as I can by collecting knowledge from a wide variety of disciplines. From furniture design and construction, designing and installing vinyl graphics, directing photoshoots and editing the resulting photos, I've used my experience from each to inform the others.

## Skills

### Product Photography

- Identified lighting methods to capture product texture and shape
- Streamlined photography methods to limit necessary Photoshop/Lightroom retouching
- Commonly use raw photography and complementary software for professional results
- Use color correction techniques to ensure accurate subject representation
- Advanced ability to mask, enhance and remove blemishes using Photoshop
- **Software:** Adobe Lightroom, Photoshop, Capture One, Affinity Photo

8 Years Experience

### 3D CAD Modeling

- Created architectural visuals to help define the scope of proposed building improvements on behalf of Hurd Contracting
- Produced build packets for custom furniture designs to enable fabrication
- Used Fusion 360 to program a 3-axis CNC mill for 2.5D applications
- Advanced knowledge of optimizing designs for 3D printing prototyping
- Used Illustrator to create paths to program laser cutters and plotters
- **Software:** SolidWorks, Autodesk Fusion 360, Autodesk Alias, Moi 3D, Adobe Illustrator

6 Years Experience

### Digital Rendering

- Provided realistic concept images using Octane Render to aid in presentations and decision making for Alpha High Theft Solutions
- Created visualizations of furniture designs for client approval and sign-off
- Rendered architectural profiles for building facade improvements
- **Software:** Octane Render, Fusion 360, Keyshot, SolidWorks

6 Years Experience

### Illustration

- Proficient at creating vector artwork for both visualization and production
- Advanced digital sketching using pen stylus input
- Proficient at producing rapid sketches or polished illustrations
- **Software:** Autodesk Sketchbook Pro, Adobe Photoshop, Adobe Illustrator, Krita

4 Years Experience

### Social Media Advertising

- Core understanding of SEO and leveraging results to grow webpage traffic
- Used Instagram to create advertising campaigns with CTA clickthroughs
- Created banner ads for Google AdSense campaigns
- Edited and produced YouTube videos using DaVinci Resolve and Adobe Premier

4 Years Experience

## Experience

### *Freelance Designer*

*Hebdon Design*

*July 2013 – Present*

- Meet clients and discuss and interpret project design goals and intent
- Use Solidworks and Octane Render to produce photo-realistic concept iterations
- Create and manage client branding, identity, and presentation
- Use Fusion 360 to design and simulate loading stresses for critical applications
- Present design concepts to clients for review and feedback
- Produce and edit photography using Lightroom and Photoshop to meet client's vision
- Design digital layout templates in Powerpoint to enable client accessibility and hand-off
- *Clients:* Alpha Security, Belmont Rowing Center, CL Helt Architecture, Hurd Fabrication

### *Youth Head Coach*

*Olympia Area Rowing*

*August 2021 – July 2022*

- Offered training and guidance to coaching staff to benefit the customer experience
- Provided conflict resolution and final decision making in instances of staff disagreements
- Instituted a team culture shift toward athlete-oriented goal setting and achievement
- Created and implemented workflows to advance program offering timelines
- Shifted volunteer-owned documentation to club channels, increasing data accessibility
- Expanded the team by 33% in one year, from 45 to 60 members
- Decreased costs by networking with other area coaches to create scrimmages
- Sent 10 athletes to the USRowing Youth National Regatta, the most in the club's history

### *Creative Director*

*Unique USA Inc.*

*September 2016 – January 2018*

- Established a consistent visual identity across all platforms
- Directed on-site photoshoots, coordinating area rugs and furnishings to planned style
- Edited lifestyle photography and provided feedback and guidance for improvement
- Designed lifestyle photo studio to meet current and future photography needs
- Create visual assets and design guidelines for email and social media
- Implemented color accuracy measures to ensure a consistent online experience

### *Furniture Designer/Builder*

*Hurd Fabrication*

*December 2015 – June 2016*

- Interpreted client goals and ideas and developed plans, specifications and cost estimates
- Organized the shop production processes to increase production efficiency
- Researched new construction techniques to enable better designs
- Rendered designs and milled reclaimed/fresh lumber into finished products
- Managed the shop to ensure that metal fabrication and woodwork were on a unified timetable
- Identified workshop inefficiencies and needs and presented those findings to supervisor

### *Product Image Producer*

*Belk*

*November 2013 – November 2014*

- Ensured photography met Belk website eCommerce standards
- Processed a high volume of images, involving retouching and color balancing
- Communicated directly with merchants via internal systems or email

