

professional experience

Product Graphic Designer II, ETW - Jordan Footwear & Apparel | Nike, Inc. (June 2023 - Present)

- Create market-right graphics for SPSU25 Men's Apparel, HO23 Creative Launch, and SPSU25 Men's, Women's and Kids Footwear
- Direct narrative, conduct market research, and design graphics for SP25 Men's Mexico Independence Day Jordan 5
- Design graphics and packaging for 40th Anniversary Jordan 1, Paris St. Germain Jordan 1, and Spizike Low, and WNBA Jordan 3
- Coordinate with developers to push vendor manufacturing capabilities within internal cost constraints

Senior Designer, Apparel & Graphics | New York or Nowhere (Jan. 2023 - June 2023)

- Provided creative direction and conducted consumer research to design and produce all apparel collections for SP23, SU23, SU24, and FA23, with regards to narrative, graphics, color, silhouette, materials, and trims
- Created tech packs and schematics for developing new garments, graphic artwork, and soft and hard trims
- Directed creative vision and execute pitch decks for collaborations with the Yankees, Mets, and Knicks

Apparel Designer I (Stretch Assignment) - Global Sports Apparel | Nike Inc. (Oct. 2022 - Jan. 2023)

- Assisted in the apparel design across 45+ styles for FA24 Men's and Women's Global Football Collections for Barcelona FC, Paris St. Germain, Liverpool FC, Chelsea FC, Tottenham Hotspur FC, Atlético de Madrid, Club América, and Pumas UNAM
- Identified and researched the college consumer to design 14 styles, 3D renders, and graphics for SP24 Men's and Women's NCAA Campus Collections under the direction of Senior Apparel Designer
- Drove newness using market research, consumer trends, and personal expression to elevate products at retail

Trim Developer II, ETW - Global Sports Apparel | Nike Inc. via Boly:Welch (June 2022 - Jan. 2023)

- Developed innovative soft and hard trims for NFL Sideline, NCAA Campus and Authentics, Naomi Osaka Collection, Men's and Women's Tennis Tier 1, Men's and Women's Tennis Heritage, and Women's Golf
- Assisted designers, provided technical guidance, and coordinated with internal and external manufacturing partners to produce functional prototypes and sample mock-ups to ensure functionality and feasibility

Trim Developer II, ETW - Catalyst Apparel | Nike Inc. via Boly:Welch (Jan. 2022 - June 2022)

- Partnered with specialized vendors to develop new executions for an array of patches, zippers, labels, buttons, and hard trims for Nike's premiere collaboration apparel collections
- Maintained meticulous organization to create, revise, and track graphic information sheets, schematics, artwork, and testing documentation in Smartsheets for assigned trim developments

Designer I | Studio KMD (Nov. 2019 - Sept 2020)

- Lead design of soft goods through an iterative cycle, building patterns, creating samples, and testing operational prototypes to understand manufacturing opportunities and construction methodologies
- Designed sustainable and cost-effective packaging for wearable electronics in industrial applications

Senior Graphic Designer | Table 95 Hospitality (Oct. 2018 - Oct. 2019)

- Managed two direct reports, provided creative direction, and led the design of all sales collateral, menus, posters, store signage, and digital marketing for an 18-restaurant / \$30M hospitality group
- Designed the brand identity, created brand guidelines, developed training manuals, and produced store menus to expedite new store openings, and new hire onboarding

about me

Matt is a lifestyle and performance sportswear designer with significant experience across apparel and footwear creative direction, softgoods design, and trim development. He is best at designing newness within cost, thoughtful market and consumer research, and weaving exciting narratives into fresh product lines.

top skills

Adobe CC (Photoshop, Illustrator, InDesign, Substance Designer, Premiere), CLO3D, Blender, Apparel Design, Graphic Design, Sketching, Procreate, Pattern Making, Prototyping, Sewing, Color Theory, Design Research, Storytelling, Miro, Visual Presentations, Ideation, Textiles, Styling, Leadership, Organization

education

MS, Sports Product Design
(Sept. 2020 - Jan. 2022)

University of Oregon

BS, Industrial Design
(Sept. 2013 - May 2017)

Thomas Jefferson University

references available upon request