



MATT HINTERLANG

SR DESIGN & PRODUCT MANAGER / INDUSTRIAL DESIGNER

CONTACT

-  724-355-1093
-  hinterlangmatt@gmail.com
-  Grove City, PA 16127
-  Online Portfolio

EDUCATION

COLUMBUS COLLEGE OF ART
AND DESIGN - COLUMBUS, OH

- Bachelor of Fine Arts
Industrial Design Program
- Graduated 5/2009

DIGITAL TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Acrobat
- MS Office
- Trello
- SketchUp
- Fusion
- Autodesk Rendering
- Solidworks
- KeyShot
- Figma (coming soon)

SUMMARY

A Product Manager with a diverse set of competencies and over 12 years of experience in Product Design and Development. Exceptional visual aptitude with an acute knowledge of design thinking practices leveraged to recognize and develop quality design elements and product assets. Gifted with a keen ability to examine customer needs, readily translating data and business requirements into design directives, and fostering team creativity and innovation to produce products that appeal to end-users. Actively seeks collaboration, working seamlessly with coworkers, supervisors, vendors, and customers to develop products that breathe life and emotion into projects.

WORK EXPERIENCE

Earth Sun Moon Trading Company / INKPIXI - Grove City, PA
Product Manager 9/2016 - 1/2025

Directed the multi-faceted Product Development process from idea conception to completion through effective leadership of the Art Department and comprehensive coordination with numerous external partners and internal teams downstream.

- Initiated and implemented standardized Product Development workflow processes and procedures maximizing efficiency and efficacy.
- Identified market gaps through research and conducting market analyses to locate under-served segments and validate strategic positioning
- Frequently consulted production team to synergize the technical attributes of piece types with decoration technology optimization ensuring high quality finished products.
- Evaluated options for product fulfillment and shipping through knowledge of packaging functionality and limitations of shipping logistics through CAD exploration.
- Executed a human-centered approach in developing concepts that resonate target markets resulting in over \$67,000,000 in sales from 428 new designs.
- Introduced over 55 new piece types additions boosting sales revenues totaling over \$17,000,000.
- Spearheaded re-branding efforts to include primary company logo, visual brand identity, and creation of a style guide suitable for digital graphics and customer-facing marketing collateral.
- Constantly providing direction, guidance, and task assignment to Art Department enabling team to employ a broad spectrum of design principles vital for achieving design directives.
- Effectively communicated technical design expertise to broad audiences through various mediums as invited guest on podcasts, seminar case studies, industry social events, videos, and meetings.



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WORK EXPERIENCE

Carson Industries - Freeport, PA
Industrial Designer/Graphic Designer 2/2012 - 7/2016

Assisted in launching products and customer-facing assets utilizing various design proficiencies in the spheres of Product Design, Graphics, Packaging Design, Fixture Design, Brand Identity, and Showroom Layout.

- Developed product designs and visually communicated graphic and technical specifications with vendors and internal teams.
- Employed Computer Aided Design to generate package designs that considered pricing targets, CBM limitations, graphics integration, all while balancing form and function.
- Created store fixtures in CAD focusing on function, price point and aesthetic standards. Generated drawings used as manufacturing specifications as well as assembly instructions for end-users.
- Acquired broad understanding of manufacturing techniques through collaboration with overseas vendors.
- Collaborated with ownership and VP of Product Development establishing a new branding strategy to include visualization and creation of company logo.
- Used CAD to visualize the interior look and layout of the company's America's Mart showroom by analyzing architectural drawings to ensure contractors could execute the build consistent with vision.

Matt Design Services, LLC - Grove City, PA
Principal 2009 - PRESENT

Passively accepted projects through word of mouth recommendations. Projects covered a wide gamut of client needs to include, brand identities, marketing collateral for both print and digital publications, and retail fixture design.

- Identifies client objectives through a consultative approach and translates needs into accessible designs and content.
- Emphasizes brand continuity across various media such as print advertising and logo design, and hands-on guidance for client marketing strategies.
- Provided up to date progress assets to ensure scope and budgets of projects did not exceed limitations.