

# Matt Whitby

## Product Designer

Product designer dedicated to solving user and business needs through curiosity & experimentation across 2D and 3D mediums. Proven ability to analytically understand core user problems and to translate insights into impactful solutions covering a wide range of platforms including desktop, web, and AR/VR. Possesses a hands-on making ethic, combining technical proficiency with a passion for crafting user-centric experiences that push the boundaries of innovation and bring diverse teams closer together.

### \_work experience

#### Matt Whitby Design

Freelance Product Designer | 2/2024 - Present | Ongoing | Remote Full Time | Cincinnati, OH

- Facilitated and led collaborative design thinking workshops with clients and stakeholders to translate problems into actionable design solutions.
- Worked with clients to define brand guidelines and create scalable assets for multimedia use.
- Designed, deployed, and managed complete website designs, including UI, UX, copywriting, information architecture, and navigation.

#### Gravity Sketch

Product Designer | 7/2021 - 1/2024 | 2.5 years | Remote Full Time | London, England

- Collaborated with diverse stakeholders to deliver comprehensive end-to-end VR onboarding solutions through data-driven insights.
- Crafted 2D and VR UI for new and existing features across the Gravity sketch ecosystem.
- Conducted & assisted user research to grasp customer needs and project usability.
- Developed custom tools and prototyping environments in Unity for feature exploration and development.
- Experimented with innovative design communication through animations, experiences, and 3D sketches using Gravity Sketch, Unity, and Blender.

#### VR Perspectives

Interaction Designer | 1/2021 - 4/2021 | 4 months | Remote Intern | Cincinnati, OH

- Worked closely with CEO & Creative Director to propose, design, and prototype immersive VR & Web-based DEI-focused User training experiences.
- Mapped out user journeys, core learning objectives, and user pain points to aid in translating their VR experience into a mobile and web-based application.
- Designed high-quality 2D UI for desktop and mobile based on brand guidelines.
- Sketched, modeled, and coded visual/functional prototypes utilizing Unreal, blender, Gravity Sketch, and procreate.

#### Ford Motor Company

Experience Designer | 6/2020 - 8/2020 | 3 months | Remote Intern | Detroit, MI

- Conducted research and devised experimental VR experiences with a focus on employing immersive storytelling to enhance communication of the automotive design process all in 3D.
- Executed the design, modeling, prototyping, and coding phases of these experiences utilizing tools such as Blender, Unreal, and Gravity Sketch.
- Collaborated and engaged in development activities with fellow industrial and automotive design interns to expand and refine the content of these immersive experiences.

#### Vectre

Interaction Designer | 1/2020 - 5/2020 | 5 months | In Person Intern | Cincinnati, OH

- Collaborated with a technical design and development team to conceptualize, strategize, design, and prototype immersive VR User training experiences emphasizing DEI transformation, employee Safety, and skills training.
- Investigated and articulated user journeys and core learning objectives.
- Sketched, modeled, and coded visual/functional prototypes utilizing Unreal, blender, Gravity Sketch, and procreate.

### \_contact

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### \_education

#### University of Cincinnati

College of DAAP | Cincinnati, OH

Bachelors of Science, Industrial Design | GPA 4.0  
Class of 2021

### \_awards

- DAAP Outstanding Student Award 2021
- DAAP Director's Choice Award for Transportation Design 2021

### \_skills

#### Tools

- Adobe CC | Ai, Xd, Ps, Pr, Ae, Au, Md, Pt, Ds
- Figma, Figjam
- Solidworks, Fusion 360, Blender
- keyshot, KeyVR
- Unity | C# & Shader Scripting, Animation, Prototyping
- Unreal | Lighting, Animation, Blueprints
- Gravity Sketch, ShapesXR
- Sketchbook Pro, Procreate

#### Design

- User-Centered Design & Workshops
- User Interviews & Surveys
- User Research & Usability Testing
- Quantitative & Qualitative Research
- Wireframing & Prototyping
- Storyboarding
- Concept Design, Visual Design, Data Driven Design
- User Flows & System Design
- Industrial Design

#### Other

- Woodworking, Metalworking, Pottery, Cycling, Pickleball, Skateboarding & Roller skating!