

matthew lancaster

Environment Designer

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EXPERIENCE

InReality

Atlanta, GA
May 2006 - Present

Senior Designer

Aug 2010 - Present

Led numerous large-scale design projects, from kick-off through concepts to detailing and production

Collaborated with professionals across multiple disciplines to create the best end product for both client and user

Developed a series of internal procedures designed to strengthen and clarify scope-of-design processes

Account Designer, Tempur-Pedic

Nov 2010 - May 2013

Fused previous executions, new brand guidelines, and approved design inspiration into a future-facing spatial brand language

Functioned as a reference point for all client-specific design projects

Junior Designer

May 2006 - Aug 2010

Consistently created high-fidelity deliverables, from spatial layouts, lighting and electrical plans to visual product representations, to support the overall design presentation

Regularly collaborated with strategy, customer experience, and graphic design teams to ensure a cohesive, well thought out design concept

Worked closely with the production design team to fluidly move the initial design concept into the production phase

Regularly created mock-ups and scale sections of concepts to prove functionality and legibility

EDUCATION

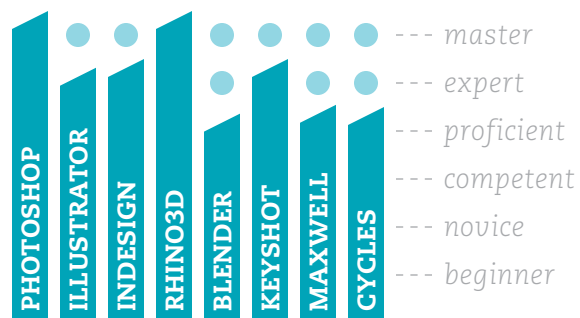
Georgia Institute of Technology

BS - Industrial Design, 2006

SKILLS

Space planning, concept sketches, photography, concept visualization, graphic design, experience path-finding, packaging design, building of physical and digital mock-ups, presentation creation, ping pong-ing, console & pc gaming

PROFICIENCY



With practice: 3DS Max, Solidworks, V-Ray, After Effects, Autodesk Alias, Form-Z

thank you for reading!