



# Alison Matheny

## Contact

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## Education

### University of Cincinnati DAAP

Bachelor of Science in Industrial Design  
Minor in Fine Arts  
GPA 3.8  
Class of 2024

### Accademia Italiana

Florence, Italy  
Industrial design  
Sept 2022- Dec 2022

### Bishop Chatard High School

Indianapolis, IN  
GPA 4.25  
Class of 2019

## Experience

### We Are BMF

NYC, New York Aug-Dec 2023

Worked as a multidisciplinary designer at New York creative marketing agency. Helped create experiential 2D and 3D designs for clients such as Gucci, Marriott, and Douglass Elliman. Developed moodboards and branded imagery, drafted floorplans, graphic collateral and proposed design directions for brand activations.

### Catalyst Product Development

Indianapolis IN, OH Jan-May 2023

Served as industrial designer on a range of projects at engineering and design consultancy. Designed patented user interface and branding for client projects, prototyped solutions in Solidworks, created physical models to test concepts, improved products for easy disassembly and use and functioned as a CMF designer.

### Procter and Gamble

Cincinnati, OH May-Aug 2022

Innovated in fabric care products working with products both close to market and upstream. Designed new ways to introduce sustainability in packaging and design. Envisioned the future tensions and changes in the home and how to improve the laundry experience. Conceptualized new ways to deliver formulas and created prototypes with SolidWorks.

### Casco Manufacturing

Cincinnati, OH Jan-Apr 2021

Helped develop new products in the commercial and medical fields. Created patterns for products in Illustrator and sewed prototypes. Tested products for quality and conducted market research.

### Marian Inc

Indianapolis, IN April - May 2020  
Employed at manufacturing company making die cut equipment and boxing them.

## Other Experience

### Envelope Project for Campari Group

Worked with the local company Eurostampa to design a custom label for Aperol that celebrates Italian culture and reflects art deco aesthetics

### Pitch For Purpose

Participated in innovation team redesigning healthcare to be more accessible through technology and user experiences.

### KAO Reinvention Challenge

Won first place in a design challenge remarketing Ban Deodorant to a Gen-Z audience.

## Involvement

### EnableUC

Design Coordinator  
Participates in club designing prosthetics. Work with graphic visualization, research, device improvements, and 3D CAD modeling parts.

### UC Improv

Officer  
Participates in a campus improv comedy club

### Saturday Hoops

Mentoring children through sports, art, reading, and other activities.

## Achievements

Adobe Certified Professional in Visual Design

Deans list

Cincinnati Scholarship Recipient

Alpha Lambda Delta Honor Society

Honors Diploma, Top 10%

National Honor Society

International Thespian Society

## Skills

3D printing  
Basic Arduino  
Drawing  
Industrial sewing  
Pattern making  
Design thinking  
Graphic Design  
UI Design  
Experience Design  
Creative Strategy

## Software

InDesign  
Photoshop - Certified  
Illustrator - Certified  
Solidworks  
Rhino  
SketchUp  
Microsoft Office  
Fusion360  
Keyshot  
Adobe XD  
Figma

## Certifications

