

**Matthew Dale Kelley**  
matthewkelleystart@gmail.com

Design portfolio: [www.mdkgo.com](http://www.mdkgo.com)

Education Rochester Institute of Technology  
Industrial Design BFA, 2020  
Advertising and Public Relations Minor

Experience **Freelance Designer**, Brooklyn, NY  
Industrial Designer, Creative Director / Self Employed November 2021 - Present  
Designing products, furniture, machines, branding, and fashion for a diverse range of clients and agencies like Chanel, the University of Utah, Vesuki Remedies, and Olympian Katie Parker.

**Air 95 by ATLAS Occupational Products Inc.**, Brooklyn, NY  
Co-Founder, Industrial Designer, Creative Director / Self Employed August 2020 - Present  
air95mask.com - Full stack design of custom-fitted face mask product made using 3D scanning and 3D printing technologies. Built patented algorithm to analyze 3D scan of user's face and automatically create a custom-fitted mask for each individual wearer. Built mobile app for user 3D face scanning and in-app product customization and purchasing. Design manufacturing techniques for custom-fitted face mask leveraging 3D printing, silicone molding, and laser cutting technologies. Earned recognition as a finalist in the BARDA Mask Innovation Challenge Phase 1 and won a Special COVID-19 Grant from Columbia University as a finalist in the Columbia CareOne Healthcare Innovation Challenge.

**Kinisi Labs Inc.**, San Francisco, CA  
Industrial Designer / Contract October 2022 - October 2023  
Worked with orthopedic surgeons and Manu Chatterjee (Inventor of HP Touchstone) to create wearable technologies for the sport and health science space. Conceptualizing solutions for users to comfortably and securely wear sensor technology to stream data analytics in real time. Utilized rapid prototyping and user testing to maximize the accuracy of data collection and measurement.

**Oishii Farm Corporation**, Jersey City, NJ  
Industrial Designer / Full-Time May 2021 - May 2022  
Designed mechanical, electrical, and mechatronic systems that are implemented in the world's most advanced indoor strawberry farm. Created lean manufacturing processes for metal and plastic farm components using additive and subtractive methods. Streamlined and accelerated assembly processes by designing and manufacturing user-friendly robots, tools, jigs, and instruction manuals.

Skills Industrial design, SolidWorks, Adobe Creative Suite, Keyshot, CNC G-code, project management, teamwork, social media, community outreach, leadership, rapid prototyping, videography, photography, 3D printing, graphic design, sewing, product packaging, 3D scanning, custom mold making, and drawing

Accolades Patent Co-Owner: US20210353973A1  
(Systems, devices, and methods for designing and manufacturing custom respirator masks)  
Columbia University CareOne Healthcare Innovation Challenge finalist 2022  
Pandemic Response Grant from Columbia University 2022  
BARDA Mask Innovation Challenge Semi-Finalist 2021  
Milwaukee Tool Industrial Design Apprenticeship 2020  
Veto Pro Pac Industrial Design Apprenticeship 2019  
Best Site-Specific Immersion Design by Immersion Awards, Governors Island NYC 2019  
Deans List + Student Design Excellence Displays @ RIT