Matt Hodgson

Automotive Branding and Design

(410) 241-2414
downtimedesigns@gmail.com
www.linkedin.com/in/matthodgsoncreative
www.downtimedesigns.com
Active US Security Clearance

Visual Solutions to Communication Problems

Multi-faceted and passionate professional experienced in graphic design, brand building and managing people. Solution oriented graphic designer who thrives in challenging situations and enjoys seeing projects through from concept to completion. Creative thinker with keen eye for detail, combining technical expertise and strong interpersonal skills to deliver high-quality design solutions. Comfortable working independently and in team environments, managing and collaborating with direct and indirect reports through each stage of the design process.

Key Skills

Adobe Creative Cloud
Illustrator, Photoshop, InDesign
Event Branding and Design
Marketing Collateral and Promotion
Print/Digital/Social Applications
Technical Illustration
Digital Asset Management
Photography/Photo Editing
Cross-functional Marketing
Project Management
Visual Storyelling
PowerPoint & Presentation

Professional Experience

Apex Tool Group, LLC. **2016 - 2025**
GEARWRENCH - Creative Manager

Managed team of 3-5 direct and indirect reports, overseeing daily operations, project coordination, and final design approvals to ensure smooth workflows and successful project completion. Secured on time, high quality delivery of marketing materials across multi-disciplinary team. Execute all visual brand communications and integration of company mission, vision, and values.

- Branding & Design: Led design, development, and implementation of two full-scale rebrandings, including logos, packaging, merchandising, vehicle wraps, trade show displays, and marketing collateral for all business functions enhancing visual identity across business functions.
- Project Management: Oversaw multiple concurrent creative projects, balancing tight deadlines, budget constraints, and market requirements, delivering high-quality designs aligned with corporate goals.
- Client & Stakeholder Presentations: Delivered weekly and monthly presentations of creative work to internal teams, external customers, and global leadership, showcasing design progress and ensuring alignment with business objectives.
- Strategic Collaboration: Partnered with product managers and senior leadership to define and execute strategies that met both business and customer needs.
- Quality Control & Brand Consistency: Ensured adherence to brand standards, overseeing proofing and quality control for all finalized artwork across team, maintaining consistency across projects.
- Partnership Support: Executed creation and management of all visual content across multiple platforms, driving brand consistency and engagement for diverse range of motorsports partners.
- File Management & Archiving: Developed and implemented streamlined file archiving system that ensured easy access to working files for external customers and international affiliates.

Professional Experience **Continued**

Downtime Designs **2004 - Current**
Owner

Create visual content for diverse clients from Non-Profit organizations to International business leaders. Manage multiple concurrent projects with varying budgets. Design marketing materials, brand identities, and digital assets. Adapt to client feedback and industry trends to ensure impactful designs. Collaborate closely with clients, incorporating their feedback to deliver designs that not only meet expectations but leave a lasting impact.

- Client Management: Build and nurture strong client relationships, offering expert guidance on the creative process, production workflows, and marketing strategies providing lasting results.
- Specialized Design Support: Provide graphic design and illustration expertise to the world leader in respiratory protective equipment, supporting the Department of Defense, U.S. Military, and law enforcement agencies.
- Vendor & Campaign Optimization: Manage third-party vendors, including printers, while analyzing campaign results to uncover cost-saving opportunities and drive continuous improvements.
- Event Design & Branding: Conceptualized and branded over 30 high-profile events for clients such as UnderArmour, McCormick, and Johns Hopkins University, ensuring dynamic brand experiences.

Reed Street Productions **2012 - 2013**
Senior Graphic Designer

Led creative direction for rapidly growing start-up, transforming napkin concept into multi-million dollar brand within 14 months. Developed cohesive branding for Reed Street Productions, Run For Your Lives and Dare Theory across print and web. Managed key relationships with event sponsors, investment teams and cross-functional departments to execute nationwide events. Drove design and marketing process improvements, ensuring impactful creating effective and engaging visual content.

Source Interlink Media **2006 - 2013**
Freelance Photographer/Writer

Worked as a freelance photographer and writer for Sport Truck Magazine and Mini Truckin' Magazine, covering automotive events and photographing and writing feature stories on custom vehicles throughout the Northeastern United States. Produced editorial photography and written content highlighting vehicle builds, craftsmanship, modifications, and the people behind them, combining visual storytelling and editorial skills with a firsthand understanding of automotive culture and enthusiast communities.

Education

Millersville University **3.18 GPA**

Bachelor of Arts Degree in Art - Concentration in Graphic Design
Minor in English - Concentration in Journalism