

Matthew Hartley

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Education

University of Colorado at Boulder

B.S. Architectural Engineering

December. 1997

Metropolitan State College of Denver

January. 1990 January. 1992

Areas of Expertise

- AGI32
- Photometry
- Corporate Education
- Visual
- Manufacturing Process
- Leadership Development
- Process Development
- Technical Marketing
- Photometric Toolbox
- Project Management
- Strategic Planning
- People Skills
- Lighting Design
- Product Management
- MRP
- People Management

Key achievements

- Received patent for design of custom light fixture, US D597, 700 S 2009
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- Elected SALC committee Chairman 2014-2016
- Appointed to the IES Education Review Council 2010 – 2017
- Appointed to Education Materials Review Committee 2017-Present
- Street and Area Lighting Conference lead instructor 2009-Present

Training and mentoring

- Certified instructor for IES SEM Courses 2017-Present
- Registered Course for IES "Photometry 101" 2016-Present
- Lead Instructor and Educational Coordinator SALC 2009-Present
- SALC Outdoor Lighting Applications instructor 2014-Present
- SALC Outdoor Lighting II instructor 2011-2013
- Guest lecturer at University of Colorado School on Civil, Architectural and Environmental Engineering May 2011
- SALC Intermediate Lighting instructor 2004-1010
- SALC Advanced Lighting instructor 2003
- SALC Basic Lighting instructor 2000,2002
- Fundamentals of lighting for peerless seminar 2007-2008
- Lightfair Introduction to AGI32 lighting software class 2005, 2006
- Survey of Lighting (Lithonia, lighting design) 2000-2001, 2003

- Fundamentals of lighting (Lithonia, Outdoor Lighting) 2000, 2002
- Lithonia Lighting Sports Lighting Design 2001
- SCE&G Outdoor Lighting Basics 2001
- Lighting Basics (Lithonia, Lighting Design) 2000-2001
- Lighting Basics (Lithonia, Light and Psychology/Vision) 2000-2001
- SALC Outdoor Lighting Basics 2000
- Outdoor Lighting Techniques (Granger) 2000

Professional Award And Honors

- Brilliance Awards judge 2013
- Lightfair International Innovation Awards judge 2013
- Judged for the Robert Bruce Thompson Awards 2011
- Received IIDA Award of Merit for the exterior design of Boy Scouts of America Regional Volunteer Center project published in LD&A September 2005
- Strathmore's Who's Who 2002-2003
- Attended and passed frontline leadership course (Zenger Miller) 2001
- Lighting Certified (LC) 2000-Present

Other achievement

- SALC committee Chairman 2014-2016
- SALC committee Vice Chairman 2012-2014
- SALC committee interim Secretary 2012
- IES Education Review Council 2010 – 2017
- IES Education Materials Review Committee 2017-Present
- IES Full Member 2002-Present
- Chair of Automotive Retail Sales Lighting Committee 1999- 2016
- Education Sub-Committee Chair for the SALC 2004-2009
- Full member of Outdoor Environmental Lighting Committee 1999-Present
- Full member of Merchandise Lighting Committee 1999-Present
- Full Member Office Lighting Committee 2011-Present
- Full Member SALC Planning Committee 2006-Present
- Full Member SALC Committee 2002-Present
- IESNA CU Student Liaison 1995-1997

Conference and presentation

- Organized the CU student section of the IES to assist in the Tri-regional conference held in Denver 1997
- Presented A Proposal for Automotive Retail Illuminance Guidelines, presented at IES Annual Conference 1999
- Presented Photometry 101 at the SALC 2011
- Presented DLC – A Users Perspective at SALC 2017
- Presented Variance in Physical Photometry at SALC 2018

Publications

- Co-authored paper: A Proposal for Automotive Retail Illuminance Guidelines, presented at New Orleans Conference August 1999
- Authored IES SEM-8-15 Roadway Lighting: an IES society

Projects Design

- Boy Scouts of America Regional Volunteer Center: Atlanta, GA
- Southface Eco Office: Atlanta, GA
- University of Virginia, Scotts Stadium: Charlottesville, VA
- UW Milwaukee Stadium, Milwaukee, WI
- Playa Vista Visitor and Community Centers: Los Angeles, CA
- Cancer Survivors Park: San Diego, CA
- Garden of Champions (tennis complex): Palm Springs, CA

Project Management

- Canada Line Light Rail Platform Lighting – Owner SNC Lavalin
- Georgia Dome Concourse Lighting– Owner Atlanta Falcons

Work Experience

Matt Hartley Lighting Principal

March 2013-Present

- Created a project Database that increased productivity, Billing and revisions by 30%
- Created a program to assist in aiming linear fixtures on curved surfaces with varying roll and tilt angles allowing for realistic design and renderings.
- Designed and built a 3d printer to assist in Rapid Prototype of Optical designs and Educational tools that have been used in several classes.
- Built a Spectrometer to assist in color measurements of LED sources.
- Completed over 2000 designs from simple offices to million dollar building campuses.

SL BAGBY LLC

February 2014-September 2016

Lighting Design Engineer

- Created a Project Database that tracked projects from inception to sale, decreasing turn-around time by 15%, and tracking errors by 30%.
- Worked with the Design team to create a master schedule that would balance the line card while streamlining the design process.
- Assisted in creating new procedures for the Design and Technical Integration teams that increased productivity by 25%.

Energie International Collection Technical Product Manager

February 2009-2013

- Created a product modification program that linked Customer Service, and Product Engineering together to reduce BOM errors and duplicate entries by 75%.
- Created a program to format IES files from European partners for the US market following a specific structure for all Energie fixtures, reducing the time to market by 75%.
- After initial downsizing took over 3 positions of Customer Service, Product Development, and Sales Management.
- Created new procedures for Customer Service that increased productivity and order entry by 20%
- Constructed a procedure and program to create an fixture in AGI32 using simple optical designs and converting them to usable IES files to verify the designs.

**Peerless Lighting
Specification Project Manager**

September 2007- November 2008

- Managed the design for the Georgia Dome concourse lighting renovation that included a 1 mile continuous fixture with a 1/8" variation where it connected to itself.
- Collaborated on a design for a transit fixture that was used in all of the light rail stations in Vancouver for the 2010 Winter Olympics.
- Created a program to manage modification which included real time updates through e-mail that increased collaboration response time by 25 %.

**Lighting Analysts
Manager Customer Care**

February 2005 – September 2007

- Created targeted testing program that decreased program errors by 50% and reduced time to market by 20%.
- Assisted in Development strategies for AGI32 and Photometric Toolbox.
- Created 30 new objects for AGI32 including 8 realistic male and female models.
- Researched day lighting conditions to be visualized in AGI32 ray tracing option based on existing day lighting conditions.

**Lithonia Lighting
Manager, Exterior Applications**

January 1998- February 2005

- Managed an average of 8500 designs per year for the group, of which I was responsible for 2500 of those projects.
- Created a logging program for projects submitted to Lithonia Lighting that reduced input and tracking errors by 35%.
- Worked with the outdoor group on new fixture design from an application perspective that improved design efficiency by 30%.
- Designed a program to convert over 100 sports lighting typical designs to a different fixture type in order to expand the offering to municipal customers on the website.
- Assigned all projects to the group based on their skill set and expertise.

Professional Associations and Community Involvement

- Street and Area Lighting Conference: Chairman, Educational Coordinator, Lead Instructor, Planning Sub-Committee Member, Education Sub-Committee Member, (Past) Vice Chair, (Past) Education Sub-Committee Chair, (Past) Planning Committee Chair
- IES Full Member, (Past) Associate Member
- Committee Member Illuminating Engineering Society: Education Review Council Member, Outdoor Environmental Committee, Merchandise Lighting Committee, Office Lighting Committee
- Chairman Illuminating Engineering Society: Automotive Retail Sales Lighting Committee
- Illuminating Engineering Society Mentor
- International Dark Skies Workgroup member: Model Lighting Ordinance
- Past judge for Light Fair Innovation Awards
- Past judge for the Brilliance Awards
- Past judge for the Robert Bruce Thompson fixture design competition

Continuing Education Courses

- SEAK How to Start, Build and Run a Successful Expert Witness Practice

Skills

- Time management and reading proficiency skills
- Strong oral and written communication skills
- Critical thinking and research abilities
- Analytical thinking and problem solving
- Leadership and interpersonal skills
- Commitment to tasks
- Computer proficiency skill
- Good attention to detail and excellent Supervisory skills
- Proven ability to make right decisions independently
- Demonstrated ability to work in stressful situations