

TRISTAN Q. HACKMAN

ATLANTA, GA

PHONE 404-313-8146 • E-MAIL tristan@tristanhackmancreative.com

PORTFOLIO: WWW.TRISTANHACKMANCREATIVE.COM

OBJECTIVE

I specialize in luxury eyewear product design and development, working at the intersection of creative direction, engineering, and manufacturing to bring high-end collections from concept to production. My experience spans the full product lifecycle—from trend research and concept sketches through technical drawings, CMF specification, manufacturer sourcing, and final production—across both independent client work and leadership roles at established brands. My background is grounded in hands-on factory collaboration in Sabae, Japan and Italy, and informed by formal research in creativity and visual perception.

EDUCATION

Atlanta, GA	Georgia Institute of Technology	August 2013–May 2018
	Bachelor of Science in Psychology	
	Hope Scholarship Recipient	
Milton, GA	Milton High School	August 2009–May 2013

EXPERIENCE

Chief Designer at Tristan Hackman Creative

July 2024–Present

- Working independently with brands and founders on luxury eyewear product design, development, and creative direction—spanning the full product lifecycle from competitive landscape research and concept ideation through technical drawings, CMF specification, manufacturer sourcing, and production management.
- Engagements range from early-stage brand building and debut collection development to product strategy consulting for established founders across optical and performance eyewear categories.

Product Design & Development

- **Past Midnight:** Designed the brand's first three custom eyewear styles from the ground up—leading full concept development from mood boarding and ideation through to-scale technical drawings with core measurements and complete CMF specification across all styles.
- **Eastern Outer (Cycling Eyewear):** Conducted comprehensive competitive landscape analysis of the cycling eyewear market using Figma, mapping major brands by silhouette typology and aesthetic positioning to identify design white space. Developed the Soft Aero Shield concept in Rhino 3D, featuring a 7x4 toric lens geometry engineered for natural sports wrap and consistent optical performance across the full lens span.
- **Lauren Soleil:** Leading the full design and development process for a debut ultra-luxury eyewear style for Lauren Gwyn—from initial design codes and concept development through to-scale technical drawings, CMF exploration, manufacturer sourcing in Sabae, Japan, and ongoing production management. Target manufacturing in the historic center of Japanese luxury eyewear.

Consulting

- **Joshua Last:** Advised on the creation of a foldable “second pair” luxury optical device—providing product design guidance and technical consultation on concept development and feasibility.

Technology/skills used: Rhino 3D, Adobe Illustrator, Figma, product lifecycle management, manufacturer sourcing (Sabae, Japan & Italy), creative direction, CMF specification.

Chief Product Officer & Lead Designer at J. Goldin Eyewear

July 2024–August 2025

- **Managed the creation of J. Goldin from concept to launch**, establishing the brand's full identity, product line, and supply chain.
- **Solo designed the debut *Genesi* collection**, handmade in Italy, from trend research and concept sketches through technical drawings, prototyping, colorways, and production management.
- Established a global supply chain with luxury manufacturers in Italy, ensuring small-batch, artisanal quality.

- Directed the brand's visual storytelling, photography, and campaigns, helping position J. Goldin as a modern premium eyewear brand.

Product Design & Development

- Solo designed the entire inaugural Genesi collection, creating mood boards, spec sheets, and technical drawings in Illustrator, while managing prototyping and final production in Italy.
- Selected materials and colorways, reviewed prototypes, and ensured delivery of limited-run production that met luxury standards.
- Oversaw end-to-end supply chain management, researching and securing small-batch Italian manufacturers and coordinating production timelines.
- Developed scalable design standards and ensured consistency across all SKUs.

Creative Direction & Branding

- Built the brand identity from scratch: mission, vision, logo, fonts, packaging, style guide, catalogs, and print collateral.
- Designed and oversaw the development of websites on Shopify and WooCommerce, ensuring seamless alignment with the luxury positioning.
- Directed and executed all product photography, retouching, and editing; created scalable standards for luxury-quality imagery.
- Served as lead photographer and creative director for *City of Muses*, the launch campaign highlighting Atlanta's underground artist community, introducing the brand with a culturally resonant narrative.
- Designed and managed content strategy for social media, positioning the brand at the intersection of culture and luxury.

Systems, Data, & Management

- Directed a small team of photographers and retouchers, providing creative direction and final approval of content.
- Coordinated with investors and stakeholders to align creative direction with brand strategy.
- Built workflows to synchronize product development with marketing campaigns and launch timelines.
- Ensured consistent brand styling across all consumer touchpoints, from product to packaging to digital content.

Technology/skills used: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Rhino, Figma, Shopify, WooCommerce, photography, retouching, creative direction, supply chain management.

Product and Marketing Manager at Matsuda

August 2021–September 2023

- **Managed the release of over 100 new products** during tenure at Matsuda, managing product development from concept to delivery.
- **New releases collectively sold hundreds of units per style**, generating millions of dollars in global revenue across Asia, Europe, and the Americas.
- **Learned the art of luxury fashion product design from master craftsmen in Sabae, Japan**, contributing to designs that were worn by some of the biggest celebrities in the world.
- **Oversaw the product and marketing pipeline for 3 global divisions**, aligning seasonal launches with campaigns and trade shows, resulting in a ~50% increase in worldwide revenue within one year.
- **Personally directed and executed product photography for hundreds of SKUs**, creating scalable visual standards later adopted by the global team.

Product Design & Development

- Sole product manager for all three global divisions, personally executing the full lifecycle: market research, ideation, technical drawings/spec sheets, prototyping, sample review, and global delivery of luxury eyewear.
- Researched fashion and cultural trends, created mood boards and proposal decks, and collaborated directly with the CEO and design teams in Japan.
- Designed and edited spec sheets and tech packs in Illustrator/InDesign; created hand sketches and directed design iterations with lead designers based in Japan.
- Selected seasonal colors/materials, reviewed prototypes, and worked with QA to ensure precision in production.
- Personally traveled to Sabae, Japan to work directly with manufacturers and better align product development with brand standards.
- Designed numerous brand assets including catalogs and marketing materials that aligned with the strict brand styling guidelines.

Creative Direction & Campaigns

- Partnered with the CEO and creative director to conceive product collections and marketing campaigns aligned with Matsuda's "fine art project" philosophy.

- *Gothic Nouveau* (Autumn / Winter 2023): conceptualized and designed intricate eyewear inspired by gothic architecture; directed a surreal cathedral façade installation used at SILMO and global trade shows.
- *Exercices de Composition*: an evergreen studio campaign staged like an art school composition exercise, with museum-style captions.
- Personally shot the majority of Matsuda's product photography for the first 18 months; developed brand-wide visual standards and trained an in-house designer to take over execution.
- Managed small teams of retouchers and graphic designers to execute the product and campaign content all the way to release.
- Wrote copy for product descriptions and social media, ensuring technical accuracy while maintaining brand voice.

Systems, Data, & Management

- Built and maintained large Airtable, QuickBooks, and DEAR databases with product SKUs, pricing, sales data, and marketing assets.
- Created a wholesale/retail margin calculator, optimized price sheets, and ensured profitability across markets.
- Updated and maintained Shopify for the entire company worldwide including inventory and front-facing pages.
- Developed and maintained European medical device compliance (EUDAMED), including a custom XML script that automated bulk product uploads—saving hundreds of hours each season.
- Performed data analytics (Excel, PowerBI, Python, R) on over 10 years of sales data, working with graduate-level students at the Georgia Institute of Technology to create custom predictive models.
- Managed and coordinated cross-continental teams, setting KPIs and responsibilities while encouraging creative fluidity.
- Created and scheduled posts for all Instagram content using Later, overseeing content creation and ensuring timely delivery to almost 100,000 followers.

Technology/skills used: Excel, Product Lifecycle Management (PLM), Figma, Notion, entire Adobe Creative Suite, Airtable, Quickbooks, DEAR, PowerBI, Python, R, XML, team leading, communication, photography, videography, presentation, Shopify, Upwork.

Research Assistant at the Georgia Tech Perception, Neuroimaging, and Modeling (PNM) Lab

August 2016–May 2018

- Developed and conducted behavioral experiments, including transcranial magnetic stimulation studies, to explore cognitive processes.
- Analyzed data using advanced statistical techniques (T-Tests, Regression analysis, ANOVA); authored a full academic paper in APA format.

Technology/skills used: TMS, Neuronavigation, SPSS, MATLAB, Excel, Scientific method, APA format, R, PowerPoint, A/B Testing

Research Assistant at the Georgia Tech Attention and Working Memory Lab

January 2014–August 2016

- Assisted in designing and conducting experiments on creativity, working memory, attention control, and fluid intelligence, contributing to a publishable paper.
- Skilled in using SPSS for statistical analysis including Pearson correlations and predictive modeling; developed and conducted surveys and interviews.

Technology/skills used: ePrime, SPSS, Excel, APA format, Scientific method, PowerPoint

Summer Seminars at Savannah College of Art and Design

July 2011

- Gained proficiency in Autodesk Maya for 3D modeling and advanced Photoshop skills; learned cartooning and video game development with Unity and Unreal Engine.

SKILLS

Data Analysis and Warehousing Skills

SPSS | Intermediate
R | Beginner
ePrime | Beginner
A/B Testing | Proficient
Google Analytics | Proficient
PowerBI | Proficient
DEAR and other ERP Systems | Proficient
Airtable and other database systems | Proficient

Creative Skills

Adobe Photoshop | Proficient
Adobe Illustrator | Proficient
Adobe After Effects | Intermediate
Adobe InDesign | Proficient
Adobe Premiere | Intermediate
Blender 3D Modeling/Texturing | Intermediate
Autodesk Maya 3D Modeling/Texturing | Intermediate
Rhino | Intermediate
Ableton | Intermediate
Unity | Beginner
Unreal Engine | Beginner
Photography | Proficient
Creative Direction | Proficient

Programming Skills

HTML & CSS | Intermediate
Java | Intermediate
Javascript | Beginner
SQL | Beginner
MATLAB | Intermediate
Python | Intermediate
XML | Intermediate

General Skills

French | Intermediate
Microsoft Office | Proficient
Microsoft PowerPoint | Proficient
Microsoft Excel | Proficient
Customer Service | Proficient
Product Lifecycle Management (PLM) | Proficient

Marketing Skills

Shopify | Proficient
Woocommerce | Proficient
Later | Proficient
Social Media Applications | Proficient
Google Ads | Proficient

PUBLICATIONS

Hicks, Kenny & Lacey, Conor & Hackman, Tristan & Engle, Randall. (2016). What is the nature of creativity? Working Memory Capacity and Fluid Intelligence are strong predictors of both Divergent and Convergent processes. 10.13140/RG.2.2.32235.13601.