

# EDMUND A. HEBERT

7 Ned's Point Road  
Mattapoisett, MA 02739  
(774) 377 - 9199

hebert01@gmail.com  
Portfolio: edhebert.com  
linkedin.com/in/edhebert

## OVERVIEW

Demonstrated innovator, visual thinker, and respected leader with strong interpersonal skills. Passionately creative, artistically and technically curious, and equally comfortable working alongside left-brained and right-brained thinkers.

## EXPERIENCE

### PRINCIPAL & CREATIVE DIRECTOR

April 2001 - present

The Blue Ocean  
theblueocean.com

Founder of a four-person design and communications consultancy. Deliver web development, visual design, content strategy, and related services to small business and not-for-profit clients. Design standards-compliant, accessible websites that prioritize user experience. Manage the interactive, e-commerce, and social media strategy for businesses using web analytics, consumer trends, and other metrics to define and refine digital campaigns. Spearhead new marketing initiatives and web deployments for our customers.

### SENIOR MANAGER, PRODUCT DEVELOPMENT

January 2001 - present

Acushnet Company - Titleist Golf  
titleist.com

Leader of Titleist's fifteen-person golf ball product development group. Design and develop all new golf ball products, and secure patent protection for new ideas. Generate product positioning and consumer messaging strategies with Marketing and Communications teams. Direct an interdisciplinary team currently migrating company's R&D data archive and project management workflow to a custom, user-centered web application.

### INTERACTIVE MARKETING MANAGER

April 1999 - January 2001

Acushnet Company - Titleist, Pinnacle, Cobra Golf  
titleist.com, pinnaclegolf.com, cobragolf.com

Led all daily activity for the Titleist, Pinnacle Golf, and Cobra Golf websites. Provided creative vision and executed major site redesigns for all three brands within a one-year time frame. Managed a \$2M+ annual web budget, and supervised all agency and in-house resources. Built partnerships and cultivated cross-promotional opportunities with relevant brands and emerging web technology companies.

### PRODUCT TESTING MANAGER

February 1995 - April 1999

Acushnet Company - Titleist Golf  
titleist.com

Communications liaison between PGA Tour golfers, Titleist's golf ball R&D team, and senior leadership. Tested product prototypes with players at PGA Tour events, soliciting end-user feedback for product refinement. Managed daily activity of 15 personnel at sites in both Massachusetts and Florida. Coordinated all player and robotic testing activities for Titleist ball development. Co-invented and led design team that produced a portable golf shot analysis device.

## EDUCATION

### HARVARD UNIVERSITY

Harvard Extension School

Master of Liberal Arts, Information Technology (Candidate)  
Concentration in Digital Media & Instructional Design

2012 - 2015  
(expected)

### RHODE ISLAND SCHOOL OF DESIGN

Continuing Education

Digital Media, Design Principles, Industrial Design

1996 - 1998

### BOSTON UNIVERSITY

College of Arts & Sciences

Bachelor of Arts, Psychology

Significant coursework in Computer Science

1986 - 1990

## AWARDS

Awarded **97 US patents** for innovations in product design, development, computer algorithms, materials science, optics, manufacturing processes, product testing, aerodynamics, and anti-counterfeiting technologies.

Inventor of the **Titleist Pro V1** and **Pro V1x** golf ball designs. These products have earned **more than \$2.5 billion in sales** and over **1000 worldwide PGA Tour wins** since their introduction.

## SKILLS

Multidisciplinary technical, artistic, and communications skills. Demonstrated proficiency using web technologies such as HTML5, CSS3, responsive design, Javascript, jQuery, AJAX, and PHP. Advocate for web standards, accessibility, content strategy, and UX design. Thorough knowledge of organic SEO techniques and Google Analytics. Wireframed, designed, and deployed dozens of dynamic, content managed websites. Comfortable with Macs and PCs, FTP, SSH, text editors and command prompts. Proficient in the Adobe Creative Suite, ExpressionEngine, WordPress, and Concrete5 CMS. Exhibited fine art photographer and instructor. Online skills assessment viewable at [smarterer.com/edhebert](http://smarterer.com/edhebert)