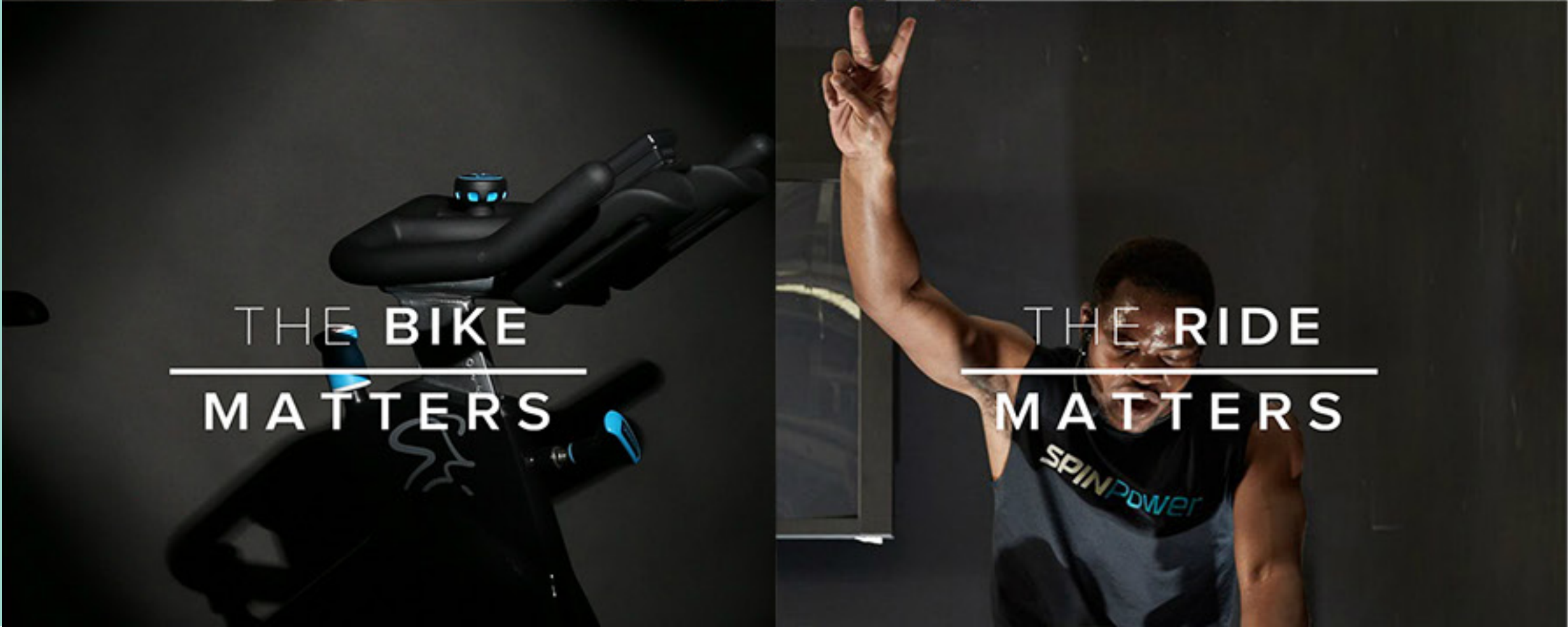


SPINNING

Lead creative designer and photographer responsible for the creation of branded marketing material. Matt partnered with the marketing director on various projects including; redesign of spinning.com website, design and production of a 113 page print catalog, out-of-home trade show graphics, brochures, and website header graphics.

- Brand Development
- Website Design
- Product Photography
- Lifestyle Photography
- E-commerce Design
- E-Mail Campaign Design
- Social Media Content

Various Projects:
Product Photography
Website Header
Make it Matter Campaign
Web Design Detail



Meet Our Instructors



Josh Taylor

Spinning® Brand Ambassador, Senior Advisor and International Master Instructor

Josh Taylor is a world renowned International Master Instructor, Senior Advisor, and Global Brand Ambassador for the Spinning® Program. He is a former professional cyclist who has competed at the highest levels of bike racing for over 2 decades and has raced against some of the top international cyclists in the world in events such as the San Francisco Grand Prix and the Philadelphia International Championship. His deep level of experience in the sport of cycling and the fitness industry has put him in a unique position to help guide the Spinning community to find a better ride.



Micah Archibald

Spinning® Instructor

Micah is a fitness professional, Spin®, yoga, as well as a personal and group trainer in Southern California. She has coached at studio's all over LA and was a Master instructor for a large Spinning® brand before joining the Spinning® Digital team. Micah has worked with professional athletes in the NBA, and NFL helping with recovery, training, and dietary guidelines. She loves staying active and challenging herself and others everyday. The journey is the fun part!

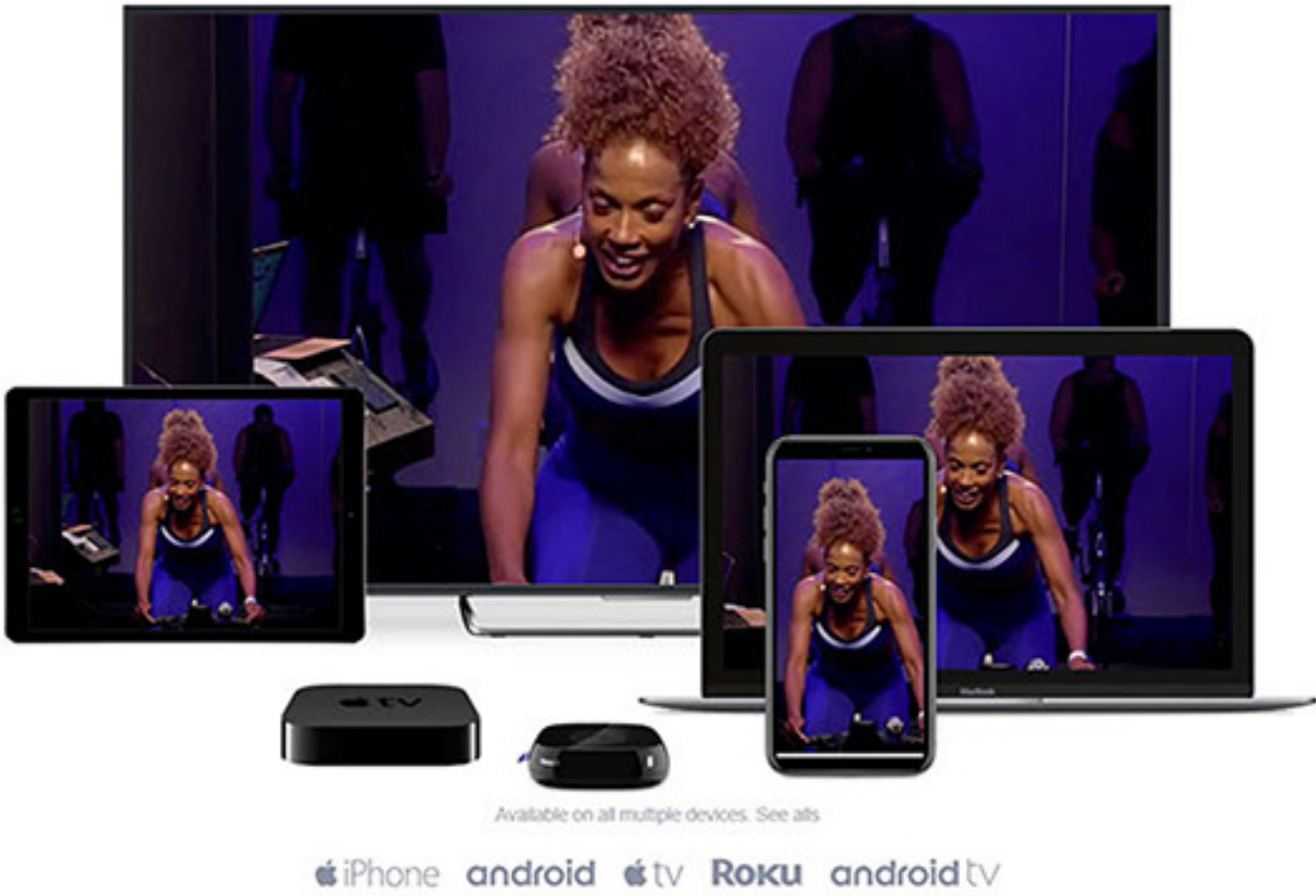


Nika Eshetu

Spinning® Instructor

Nika's fitness career started after receiving a kidney transplant. She knew that Fitness would transform her body and help heal her through recoveries from her medical issues. Her foundational training and first certification was in Pilates and has since added specialties in golf, sports performance, injuries and injury prevention. She is also a certified personal trainer, yoga instructor and Spin® Instructor. She believes in the power of fitness to enhance your life and loves helping everyone experience movement in a way that's transformative for their body.

Spinning® Across All Platforms



#Spinning



SPINNING

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- Social Media Content

Spinning Print Catalog



A bike should work so well that you don't have to think about it. It should seamlessly respond to the rider's input, feel comfortable for the duration of a long workout, and stand up to the kind of punishment that gym and studio bikes take day in and day out.

CREATORS OF INDOOR CYCLING

We created the Spinner® bike in 1987 as a training tool for road cycling. The bike was designed using the same geometry as a real road bike, staying true to the positioning and biomechanics of cycling. We added a fixed-gear weighted flywheel to create the inertia necessary to give the bike a feeling of movement and to pull the rider's legs through the entire pedal stroke.

We're always improving. The careful engineering of the best features of road bikes into Spinner bikes has made it the most popular choice in fitness facilities and homes around the world. With over 25 years of experience building indoor cycling bikes, we are always evolving and progressing both our design philosophy and the world-class components we use to build what are simply the best bikes on the market. We know what it takes to exceed the expectations of your members—and your maintenance department.

Seat and Head Tube Angles: Spinner® bikes have 72° seat and head tube angles, comparable to what you will find on most road bikes, and for good reason. There is scientific evidence that the angles on the Spinner bike improve both performance and comfort. Spinner bikes allow riders to produce the most power with the least amount of stress.

Saddle and Handlebar Post Adjustment: Both the saddle and handlebar posts easily adjust up and down to accommodate a wide range of heights and body types. Every rider that walks into your facility will be able to properly position the saddle in relation to the pedals for proper knee flexion and extension throughout the pedal stroke.

Q factor: Another element that is important for comfort and performance is the Q factor, which is the measured space between the pedals. Spinner bikes are made with a comfortable Q factor that is consistent with that of outdoor road bikes to help deliver better biomechanics through the hips, knees and ankles.

Materials: The Spinner bike is made of a material that will withstand the force of a rider up to 350 lb (163 kg) and still facilitate as close to maximal muscle recruitment as possible for both male and female participants.

Crank Arm Length: Spinner bikes feature crank arms of the standard 170 mm (6.7 in) length, and the adjustability of the bike enables riders of all heights to ride with optimal power. Research throughout the decades has indicated that, for the average-sized rider, optimal power can be achieved with the standard 170 mm crank arms.

Drivetrain and Flywheel: All Spinner bikes come equipped with a fixed gear. The authentic feel of the road is established via an externally weighted flywheel, which ranges from 31-50 lb (14-23 kg), depending on the model. The combination is a great training tool because the momentum assists the rider's feet with moving smoothly through the pedal stroke and the two dead spots at the very top and bottom of the pedal stroke, improving pedaling technique and efficiency.

Pedal Systems: Spinner bikes come with a variety of pedal systems that allow riders to use athletic shoes or clip in with cycling-specific shoes. The ability to clip in replicates the feel of a road bike, reduces foot fatigue and enables full use of the pedal stroke, improving stability and efficiency.

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Spinning Print Catalog

SPINNER® RIDE™

Commercial Series



ITEM NUMBER: **BELT 5751-992 CHAIN: 5751-991**
OVERALL DIMENSIONS (L X W): **48" L x 20.4" W (122 x 52 cm)**
OVERALL WEIGHT: **126 lb. (57.1 kg)**
FLYWHEEL WEIGHT: **43 lb. (19.5 kg), perimeter-weighted**
COLOR: **Metallic White**
WARRANTY: **See Precor.com**

OVERVIEW

The classic Spinner® model, the Shift is built to be a workhorse for your facility. Coming in two models – the belt or chain drive options- the Spinner® Shift combines a heavier steel frame with the same great adjustment and ergonomics as any Spinner® bike.

FEATURES

- Proprietary steel tube frame contoured for strength and sweat resistance
- Perimeter-weighted flywheel for smooth pedal strokes
- Industry-leading Q factor for improved ergonomics and more comfortable fit
- Horizontal and vertical rider adjustments with precision aluminum construction:
 - Fore/aft saddle slider (micro-adjustable)
 - Fore/aft handlebar slider (micro-adjustable)
 - Seat post and handlebar precision-fit vertical adjustment
- Integrated phone tray with dual water bottle holders
- Powder-coated aluminum bike stabilizers
- Edge-mounted transport wheels for greater portability
- Integrated full-coverage scuff protection on rear stabilizers
- Durable linear resistance leather brake pad
- Oversized, one-bolt access panel with large compartment to the drivetrain for easy maintenance
- Chain tension inspection window providing direct view of the current chain tension and allowing for simple lubrication (chain model only)
- Increased clearance under bike for easy floor-area cleaning
- High-quality ground welds in high sweat areas for protection against moisture
- Corrosion-resistant bike leveler feet, with rubber over-molding to provide improved floor grip and stability
- SPINPower® Computer & Crank Compatible



Solid steel frame and stamped gusset protect from sweat and corrosion



Powder-coated aluminum bike stabilizers



Backside of chain guard (Chain model pictured)



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Spinning Print Catalog

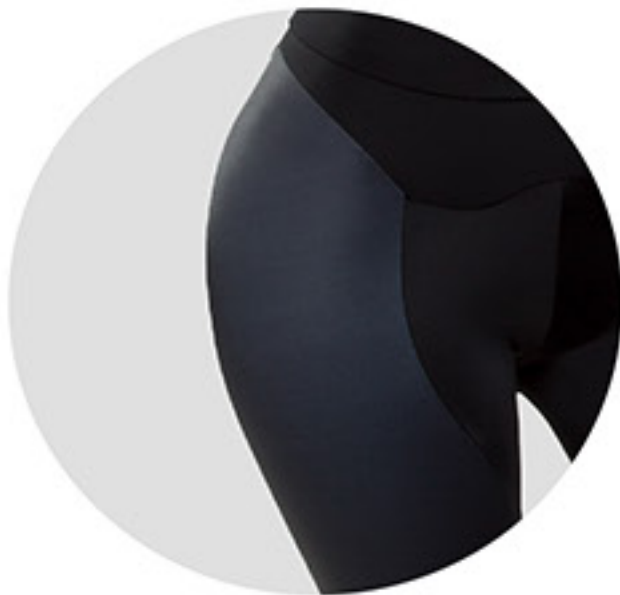


We use performance fabrics that draw moisture away from the skin to keep you dry.

From high-performance shorts, jerseys and tops to traffic-stopping casual wear, our Spinning® indoor cycling apparel is perfect for both men and women. We work closely with some of the best designers and manufacturers in the industry to create the best looking and feeling casual and technical apparel.

We collaborate extensively with manufacturers around the globe to find and deliver the highest-quality fabrics, materials, patterns and designs.

We hand pick the best of the best to carefully craft apparel that feels good and looks great, bringing you the next generation of indoor cycling gear.



Our goal is to create cycling apparel that not only looks good but also feels good against the skin and performs, well even during the most challenging ride.

Testing is an important part of creating the right apparel. We rely on our Master Instructor team, club owners and key members of the community to rigorously test our apparel.

“Love the feel and fit. Very comfortable and flattering. I love the fabric.”

- Lisa Durant Austin, TX

Breathability: stretches and breathes with just the right amount of compression

PEAK PILATES

Creative design and
animation for Peak Pilates.

View Animations on Website:
[Click Here](#)



Happy Holidays

20% off Online Video Libraries

Exercise on-demand with Peak Pilates® Master Instructors

SHOP NOW



CYBER WEEK SALE

PILATES ON-THE-GO KITS

5 great products for the price of the MVe® Chair

SHOP DEALS

NEWLY REDESIGNED SPINE CORRECTORS

Rotating handles allow for proper alignment of the arm, elbow and wrist. This piece features a smooth, sleek surface, with a stackable space-saving design.

SHOP NOW



Benefit Beautifully with Peak Pilates®

We believe in the transformational power of Pilates and its ability to positively impact your life. Your journey awaits.

SHOP PEAK
EQUIPMENT



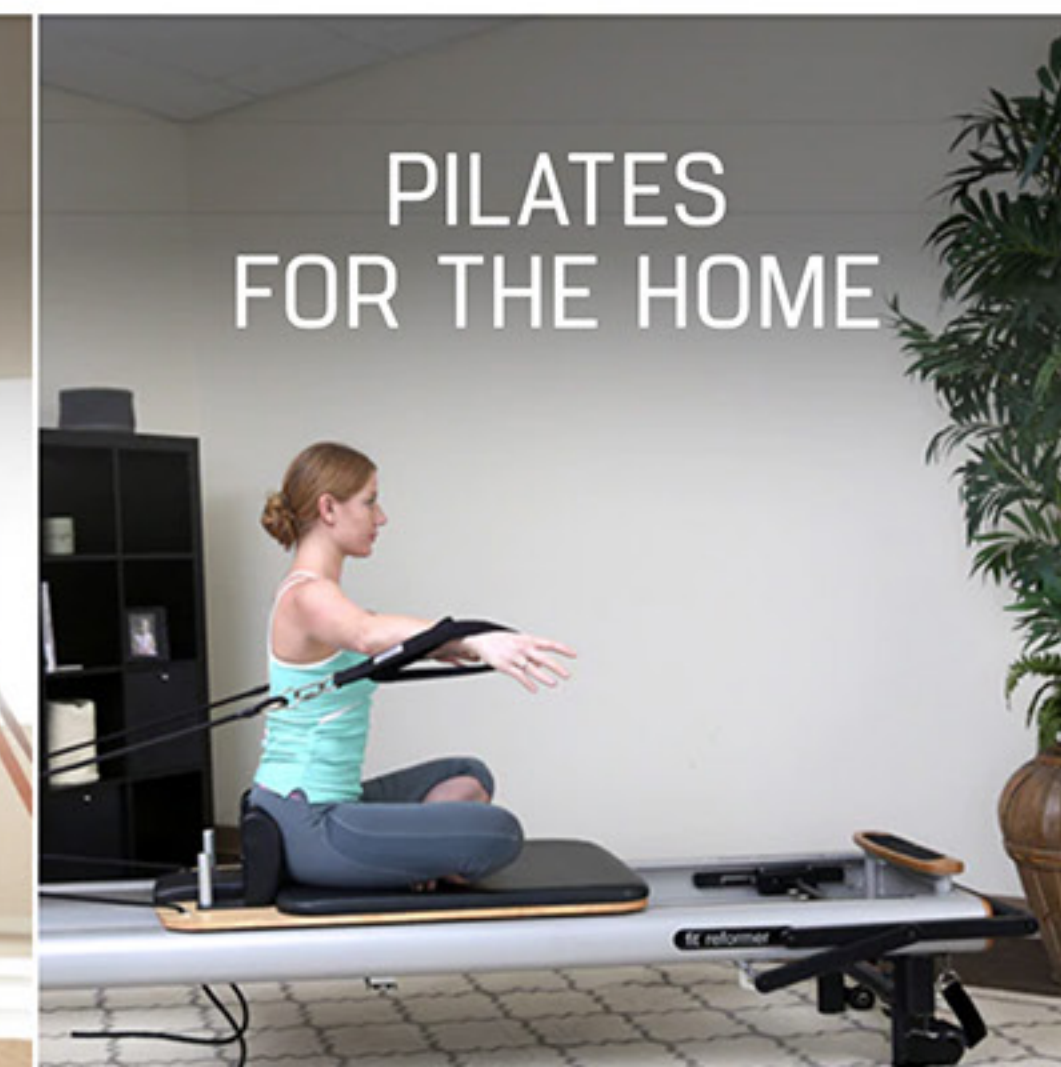
OPENING
A STUDIO?



INSTRUCTOR
TRAINING



PILATES
FOR THE HOME



STATE OF BLUE

Mens casual wear, Matt was responsible for brand development including photography and logo design.

S T A T E  B L U E

STATE OF BLUE

Mens casual wear, Matt was responsible for brand development including photography and logo design.



RUNWAY ROGUE

Working directly with super model and owner Patricia Hartmann, Matt was tasked with a variety of projects including photography and design for her social media channels, website and e-mail marketing efforts. Matt collaborated as an event photographer covering shows including LA Makeup Convention and Raging Runways fashion show.



SITEWIDE HOLIDAY SALE

**BUY ONE
GET ONE
50% OFF**

USE CODE BOGO50

**HURRY WHILE SUPPLIES LAST
SALE ENDS DECEMBER 16, 2018**

RUNWAY ROGUE

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SPECIAL OFFER

4TH OF JULY

BUY ANY PRODUCT
GET A FREE LIP LINER



RUNWAY ROGUE

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SITEWIDE HOLIDAY SALE

BUY ONE
GET ONE
50% OFF

USE CODE BOGO50

WHILE SUPPLIES LAST
DECEMBER 16, 2018

REVIVE PROCARE HAIR

Matt started working with Revive during their start-up phases, initially tasked with creating brand guidelines and venture capitalists presentations. Theses successful projects lead to launching their brand online that required designing and deploying their e-commerce website, leading photo and video shoots, and creating a product catalog for a growing sales team.

Print Design & Photography



About REVIV3 ProCare

Our mission is to ensure an optimal skin and scalp environment that will improve hair and skin health. Our Shielded Micro Technology formulation works for both natural and color treated hair. When combined with the Biotin Cellular Complex ("Boost"), the REVIV3 System will address visibly thinning hair and areas of concern such as the crown and hairline. Our products are formulated through the advanced research of botanical extracts, vitamins and peptides.

Visit us at reviveprocare.com

products shown:

- | | |
|---|--|
| 1. PREP Cleanser Shampoo 25.4 oz \$54.95 | 6. THICKEN Thickening Spray 6.8oz \$22.95 |
| 2. PRIME Moisture+ Conditioner 25.4 oz \$55.95 | 7. PROTECT Thermal Protector 6.8oz \$22.95 |
| 3. PREP Cleanser Shampoo 10.1oz \$31.95 | 8. BOOST Biotin Cellular Complex 1.7oz \$54.95 |
| 4. PRIME Moisture+ Conditioner 10.1oz \$32.95 | 9. MEND Deep Hair Repair Mask 5.1oz \$25.95 |
| 5. TREAT Micro-Activ3 Treatment Spray 5.1oz \$32.95 | |



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Photography & Video



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Social Media Content



reviveprocarehair

Following

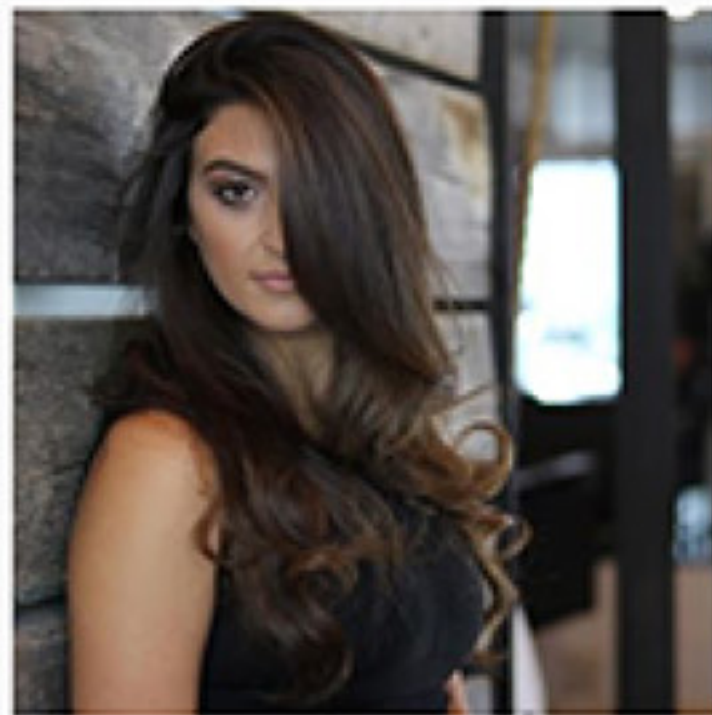
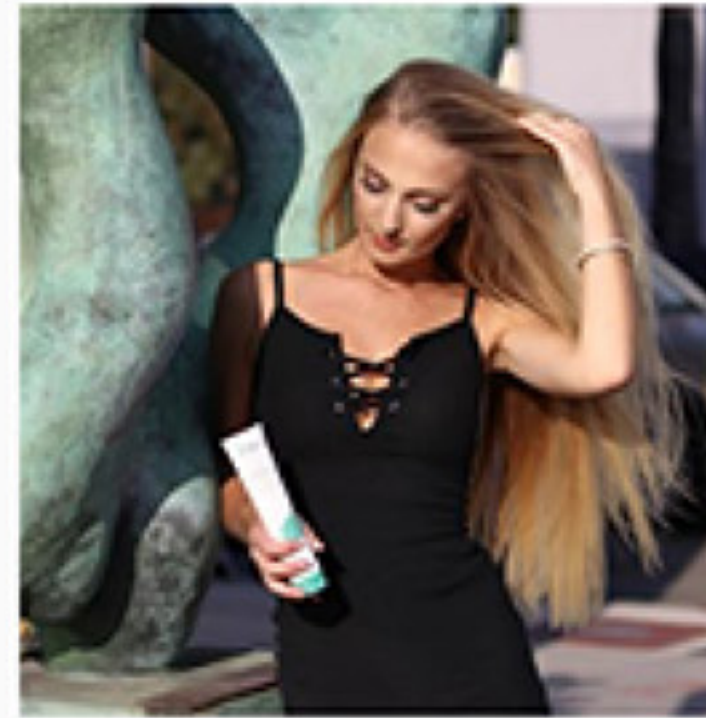
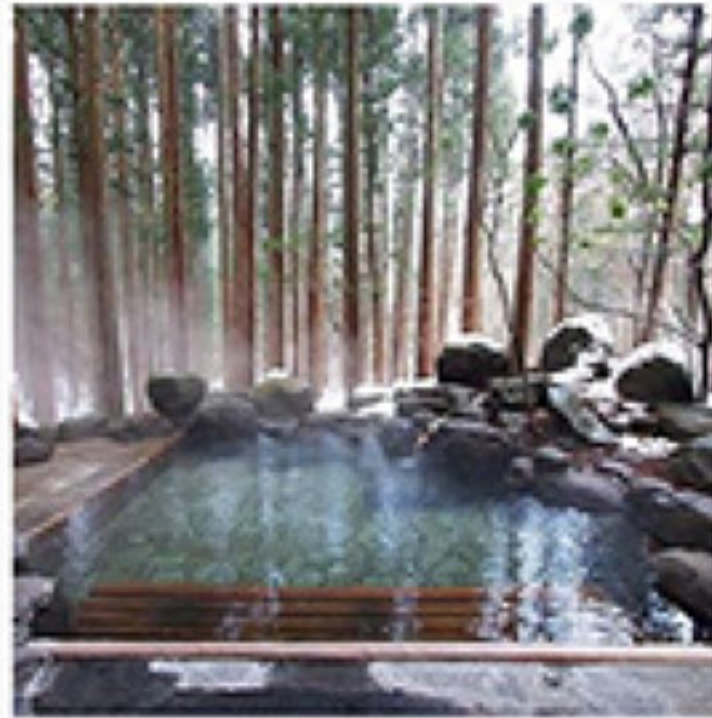


308 posts

4,954 followers

3,492 following

REVIV3 ProCare 🌿 All NATURAL products 🌿 Clinically proven to grow hair 3X stronger
🌿 Made in USA 🌿 Use #reviveyourhair for a chance to win a 30-Day Trial Kit!
www.reviveprocare.com



REVIVE PROCARE HAIR

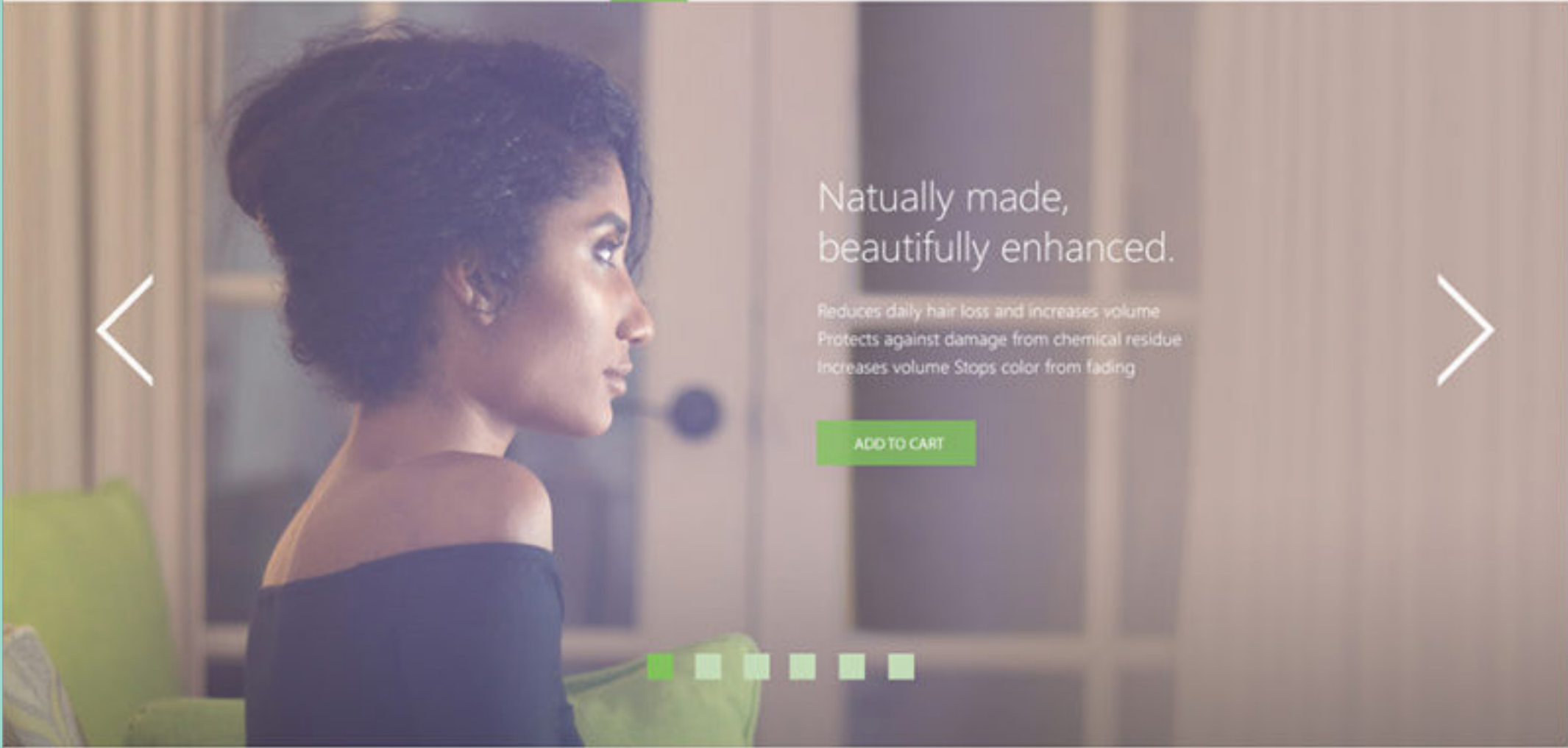
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eCommerce Design

REVIVE
PROCARE

Login / Register English

Home Shop How it Works Ingredients Testimonials Spotlight



All Natural Ingredients

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All Natural Ingredients

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▼ ▼ MORE INGREDIENTS ▼ ▼

Revive Procare

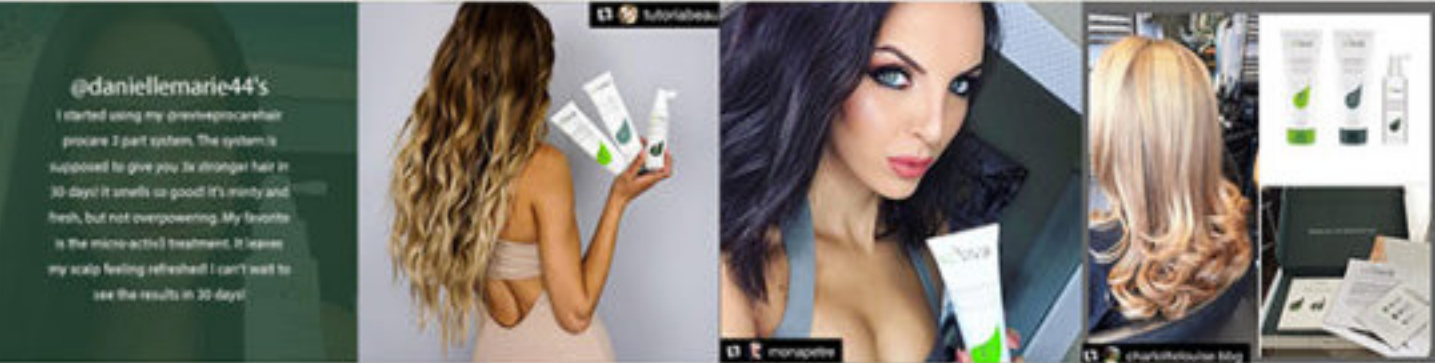
Professional Solution

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Revive Procare on Social

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ENVY ME FIJI FASHION

Envy Me Fiji Fashion
swimwear line
shot in Fiji with 15 influencers
from around the world.



ENVY ME FIJI FASHION

Envy Me Fiji Fashion
swimwear line
shot in Fiji with 15 influencers
from around the world.



BODYLOVE ATHLETICA

Photographer for Body Love
Athletica. Multiple shoots for
eCommerce, Social Media,
blog, and in store display.

Search



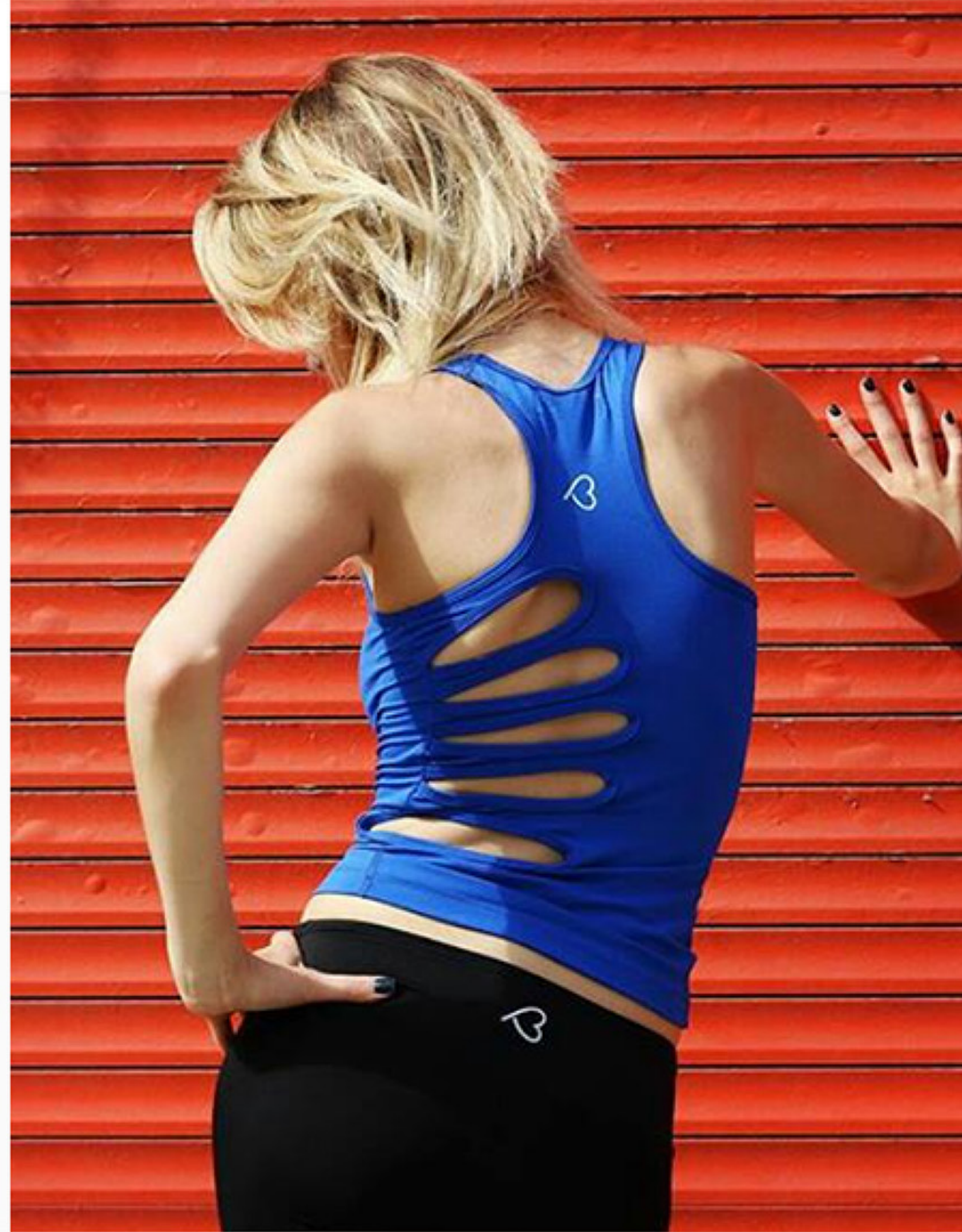
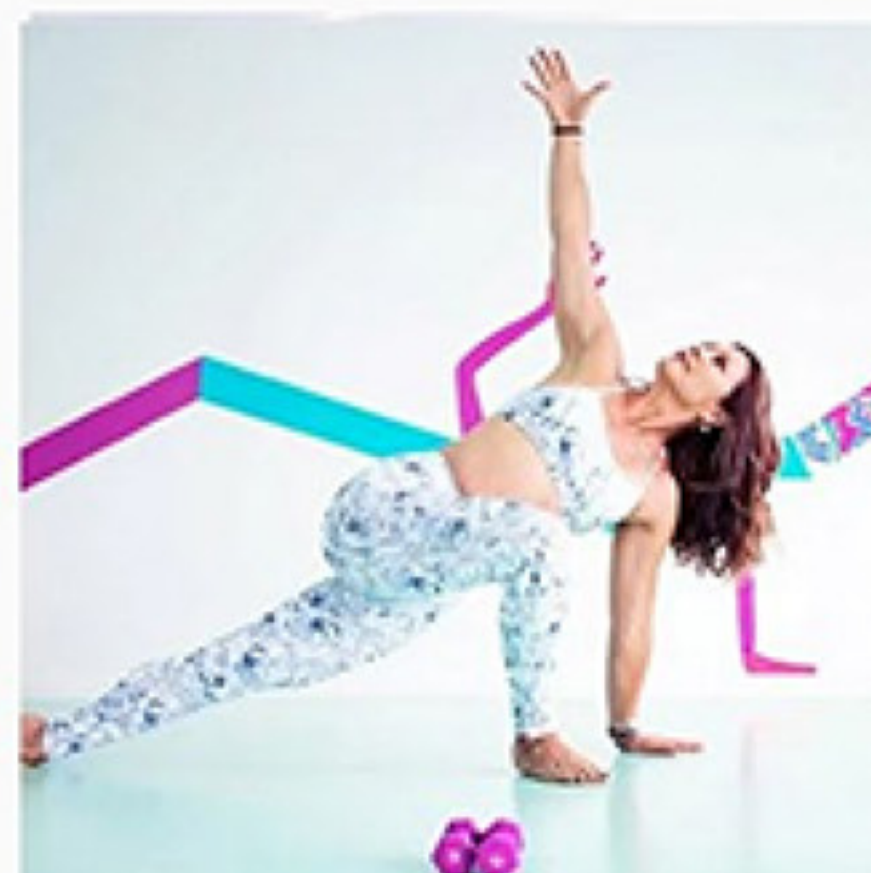
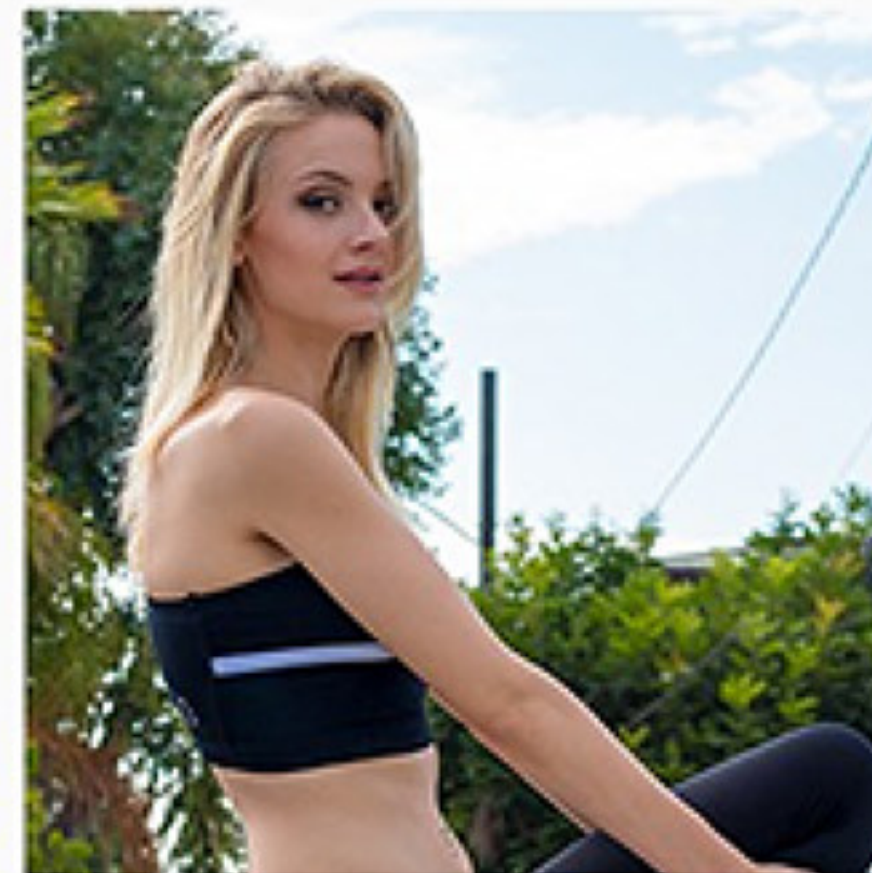
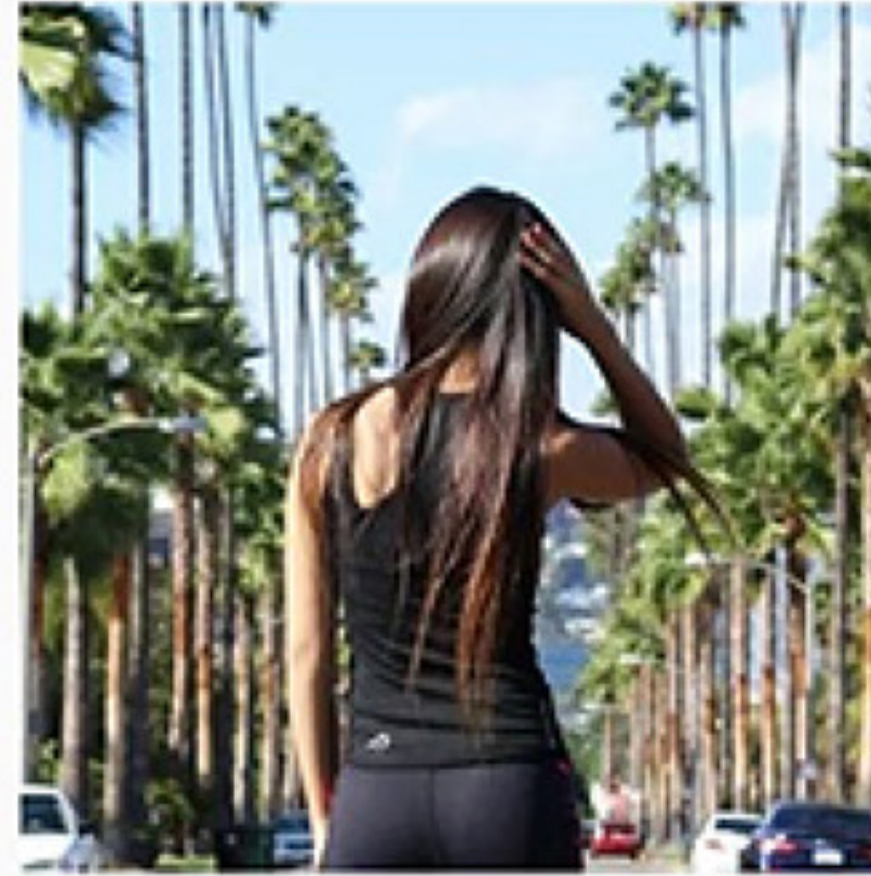
bodyloveathletica

1,035 posts 38.4k followers

ACTIVEWEAR

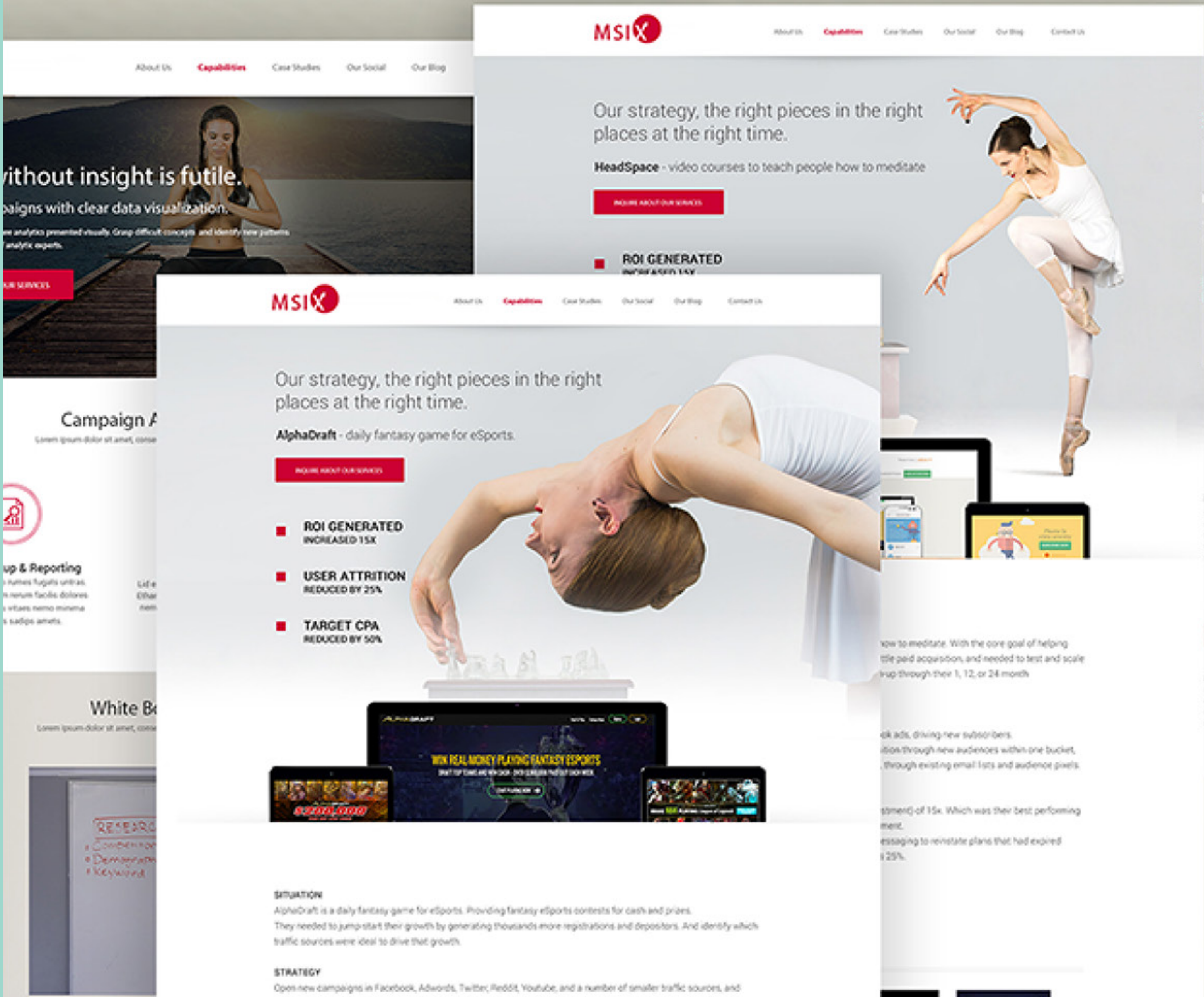
#bodyloveathletica

bodyloveathletica.com



MSIX AGENCY

Small boutique marketing agency specializing in growth hack. Matt was responsible for web design and photography.



5 LITTLE MONKEYS

Print brochure and interior page for product handout used at trade shows.



The Only Mattress Specifically Designed for Kids



5littlemonkeysbed.com
f b i @5lilmonkeysbed
info@5littlemonkeysbed.com Phone 1 (844) 325-5555
Address: 5959 Corvette Street Commerce, CA 90040



Mattress cover is removable, machine washable, stain- and water-resistant. Made with organic cotton and a heavy duty zipper to withstand multiple washings.



Included in sleep system or available separately

The Sleep System

Mattress, Pillow and Mattress Protector

- 1 Mattress**
 - Made with high-density, open-cell memory foam
 - Open-cell structure is breathable and odorless
 - Dual Phase Change Gel regulates body temperature
 - Advanced cradling technology to reduce restlessness
 - Durable base layer for comfort and resilience.
- 2 Kid-Customized Pillow**
 - Cover made with organic cotton
 - Custom fill design for correct spinal alignment
 - Machine washable
 - Hypoallergenic
- 3 Kid-Proof Protector**
 - Made with organic cotton jersey knit
 - Non-toxic, waterproof & stain resistant
 - Securing bands for ease and durability
 - Machine washable
 - Hypoallergenic

Versatile Programs!


- Compact Carton for Easy In-Store Display
- Ideal E-Commerce Product that is UPSable (Drop Shipping Available)
- Omni Channel Capable



VISALUS INC.

Various social media shares designed by Matt Ordeshook for Pinterst, Instagram, and Facebook.


Post 30Like 7WebsiteSend



Visit thechallenge.com

vi ViSalus · 11 years ago
Want to get fit fast, without spending too much time exercising?

Post 30Like 3WebsiteSend



Visit thechallenge.com


vi ViSalus · 11 years ago
What can be more refreshing than a Vi-Shake recipe full of kiwi and white grapes?


vi Matt Ordeshook · Thank you!


Add a comment...


Added to


Added by

















MEANINGFUL BEAUTY

Banner and landing page designs for Meaningful Beauty. Matt was responsible for the creative strategy, design, and execution of multiple international customer acquisition campaigns.

Discovery

Ingredients

Maintenance



Ingredients

Meaningful Beauty's skin care system combines classic French formulation with modern science. Each patent-pending formula contains a minimum of 10 ingredients designed to help protect and renew your skin in a powerful



Meaningful Beauty

PROTECT
Anti-wrinkle crème with antioxidant complex and SPF 20. Hydrates skin and shields against UVA / UVB damage.

[LEARN MORE](#)



Meaningful Beauty

CLEANSE
Dissolves dirt, excess oil, and impurities. Hydrates skin and relieves dryness.

[LEARN MORE](#)



Meaningful Beauty

REPAIR
Night cream targets wrinkles and delivers intensive moisture and nutrients.

[LEARN MORE](#)

Meaningful Beauty® Cindy Crawford Complete Anti-Aging System



Watch Video





Cleanse



Protect



Restore



Eyes



Decolette



WRINKLE SMOOTHING CAPSULES
The Wrinkle Smoothing Capsules are specifically formulated to target fine lines and wrinkles. Apply it using light, upward strokes—it will make skin appear more youthfully plump and firm after only the first application.



Diffuse

WEN HAIR


Banner and landing page designs for Wen Hair. Matt was responsible for the creative strategy, design, and execution of multiple international customer acquisition campaigns.

SAY GOODBYE TO YOUR BAD HAIR DAYS!



WEN® Healthy Hair Care System

30-Day Supply Only **\$32.99** CAD PLUS S/H ONLY



SPECIAL OFFER!
PLUS FREE BONUSES

A NEW APPROACH TO THE WAY YOU CLEANSE YOUR HAIR.

Billing Address

Email Address *	Confirm Email *
First Name *	Last Name *
Address 1 *	Address 2
City *	Province *
Postal Code *	Contact Phone *



 **ORDER TODAY!**



WEN® Healthy Hair Care System 30-day supply Sweet Almond Mint for only \$32.99 plus \$6.99 shipping and handling. By ordering now, you'll receive your first 30-day supply with Free Bonuses™. After 30-days, you'll conveniently receive a new 90-day supply every three months and you'll lock in the special low monthly price of just \$32.99 a month, plus \$6.99 s&h per shipment. ZFAC1

type, WEN® can make it look great!


ge



3-Week After

My hair looked like straw. My hair has definitely suffered the continual use of hair dryer electric products and the after healthy it's amazing. It feels like silk, very silky compared that I had before. It's fantastic."

anagable Hair



Chaz Dean

THE MAN BEHIND WEN®





PROACTIV

Banner and landing page designs for Proactiv. Matt was responsible for the creative strategy, design, and execution of multiple international customer acquisition campaigns.

Rodan & Fields
proactiv
SOLUTION



Julianne Hough Dancing With The Stars Champion

"Now that my skin is clear I feel fresh and vibrant. I feel confident. I feel like people are looking into my eyes and not at my forehead. Now I feel great about going out there and being on TV every week."

[READ MY STORY >](#)



INTRODUCING NEW PROACTIV®
NOW FASTER AND GENTLER THAN EVER BEFORE



PROACTIV
3-STEP SYSTEM
\$19.99 ¹⁻⁴
ONLY

First Name

Last Name

Credit Card Type

Card Number

Address

City

Expiration

State

Zip Code

Email Address

No Type Email Address

Cellphone Number

Existing Phone

TRY IT TODAY!



We guarantee Proactiv will work for you or your money back! (See about our 60 Day Guarantee)

ORDER NOW! **\$24.99** ¹⁻⁴

THE PROACTIV 3-STEP SYSTEM How the proactive 3-step system works.



1 | Renewing Cleanser

A unique, oil-free formula that contains smooth, tiny beads to gently exfoliate dead skin cells and other impurities, plus prescription-grade benzoyl peroxide to penetrate pores, attack bacteria and keep blemishes free. 2 oz.

Directions: Use morning and night. Apply a small (dime-sized) amount to dampened skin and gently massage. Rinse thoroughly with warm water and dry. Follow with Revitalizing Toner.



2 | Revitalizing Toner

A soothing, alcohol-free toner that helps balance skin tone and remove dead skin cells to reveal the soft, radiant skin beneath. Contains our special formulation to balance skin's natural acids, which helps to refine and purify pores, ease and eliminate redness and soothe skin. 2 oz.

Directions: Apply to cleansed skin with cotton ball or pad, morning and night as needed. Allow Toner to dry and follow with Repairing Treatment. If going outside, use a sunscreen, if indoors, or immediately dehydrate, discontinue use of both products and consult a doctor.



3 | Repairing Treatment

Our light, oil-free lotion contains finely milled, prescription-grade benzoyl peroxide to treat blemishes and helps prevent future breakouts. The advanced delivery system in Repairing Treatment is safe for your entire face. 1 oz.

Directions: Use morning and night. On thoroughly clean skin, apply a thin layer to the entire affected area. Allow to dry. Do not use if, if blemishes or peeling occurs, reduce application size. If going outside, use a sunscreen.



NEW **proactiv** [START TODAY](#)



NEW **pro**



NEW **proactiv** [START TODAY](#)



NEW **pro**



NUME

Photography and design for
NuMe Hair print catalog.



NUME

Website Take-Over
Photography and Design

THE TITAN

GO-TO WAVES

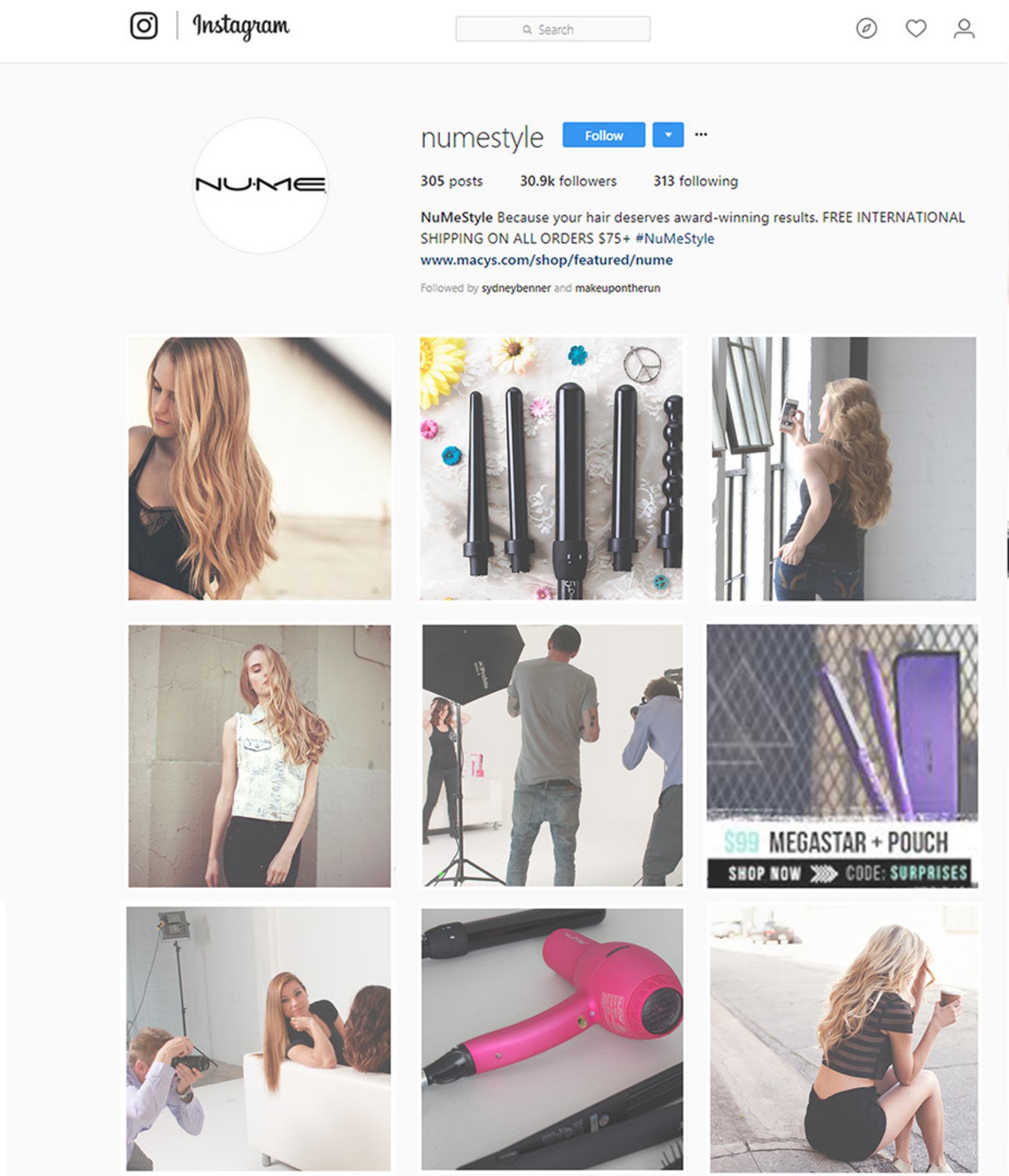
Want shiny, bouncy curls for the summer season?

START HERE

TODAY ONLY!!!
75% OFF

NUME STYLE

Social media photography for
hair product brand.



FIREBALL SKATE COMPANY

Social media photography for
skateboard brand.

