



MATT RASAMOTO

Research•Pitch•Build•Repeat

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OBJECTIVE

I bring new and creative products to life, leveraging years of experience in technical development, creative direction, marketing, and content production. I'm Agile certified and waterfall friendly.

FUNCTIONAL EXPERIENCE

- Cross-Functional Team Management
- Content Production
- Production Budgeting
- Creative Direction
- Technical Lead
- Consumer Research

PROFESSIONAL EXPERIENCE

2015-2017 *AT&T*

Director of Content Innovation

- Part of the product research & development team for the AT&T/TWC merger
- Managed research team focused on new business investment and acquisition
- Produced content for conferences using augmented reality, virtual reality, and 360 video

2011-2015 *DIRECTV Digital Innovation Lab*

Founder and Director Video & Immersion Studio

- Developer for DIRECTV's DLab (Digital Innovation Lab) which develops new digital products and services within the company
- Founder of Video & Immersion Studio who was responsible for identifying new technologies and creating products related to video production and delivery
- Lead research and development in device agnostic augmented reality, virtual reality, 360 video, gaze tracking, gesture recognition, autonomous vehicles, and experiential marketing
- Managed cross-functional teams with up to 17 members
- Collaborated with business partners on digital project development for OTT and mobile apps

2009-2011 *Dailey Associates*

Creative Developer

- Hired and scaled the developer team from 0 to 11 members
- Managed teams developers, artists, and contractors including overseas and 3rd party teams
- Developed multi-user rich-media engagements for websites (AOL, NBC, Yahoo)
- Clients include: Hulu, Intuit, Wonka, Dole, Nestle, Honda Powersports

2008-2009 *OTX Research*

Lead Developer

- Created research tools to determine user engagement for online video
- Mentored Junior developers

2006-2008 *Riddle Productions*

Director of Animation and Development

- Producer of online content for Stranger Adventures (2006 Emmy Award nominated web series)
- Led R&D development for the company, exploring new products and technical innovations
- Managed 11 artists and programmers across multiple simultaneous product development cycles
- Producer of web-based games for MTV

2003-2006 *GigaPix Animation Studio*

Art Director, Creative Lead

- Created, designed, wrote, animated feature film concept "Twilight" sold to GigaPix
- Supervisor for background, character design, layouts, and texture design
- Produced ~40 show concepts a month

2000-2003

Freelance Contractor

- Created, designed, animated web-series show "Capt'n Ron". Show sold to Anti-Crap studios
- 3d Modeling for Power Puff Girls the Movie
- VFX for History Channel's "Underwater UFOs"

1999-2000 *Prolific Publishing*

Associate Producer

- Managed production for "Matchbox Hot Wheels' Crash" and "Caterpillar Construction Zone"
- Project manager and art lead for a variety of titles, platform conversions, and translations

1995-1999 *CKE (Carl's Jr)*

Director of Internet Services

- Marketing and Technical liaison for CKE, Carl's Jr, Ralleys, and Hardees
- Part of the Information and Technical Planning team overseeing all of CKE properties

HONORS AND AWARDS

- 2016 & 2017 DIRECTV Entertainment Product "Groundbreaker" Award
- 2016 DIRECTV Award for Innovation
- 2010 & 2011 Dailey Advertising "Hero" Award
- 2006 Emmy Nominations for: 1) Outstanding Achievement for Enhanced or Interactive e Programming New Delivery Platforms, 2) Outstanding Achievement, and 3) Outstanding Broadband Drama

PATENTS

- Method of Capturing and Sending Content-Based on User Location (2016)
- Method of Sharing Vehicle Control (2016)