



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
- Product & Marketing Strategy
- Production Budgeting
- Creative Direction
- AR/VR/OTT/360° Production
- Consumer Research

PROFESSIONAL EXPERIENCE

2014+ *Pie & Coffee*

Co-Founder, Creative Strategist

- Oversee content development and video production
- Business development and marketing strategy
- Copywriting and creative direction services

2017-2018 *Shadow Estate*

Co-Founder, Creative Lead

- Co-Founded video production and innovative marketing company
- Creative lead and designer for content and new business pitches
- Consulted on the first AR app for Jet/Walmart

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

- Created and developed new digital products and services within the company
- Responsible for identifying new technologies and video production and delivery products
- Lead research and development in device-agnostic AR, VR, 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

- 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)
- Lead projects for: Hulu, Intuit, Wonka, Dole, Nestle, Honda Powersports

2008-2009 *OTX Research*

Lead Developer

- Created research tools to determine user engagement for online video

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

- Supervisor for background, character design, layouts, and texture design
- Created, designed, wrote several concepts including flagship project "Twilight"

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"

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)