



MATT RASAMOTO

Research•Pitch•Build•Repeat

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OBJECTIVE

A 25-year career focused on creative innovation and strategic development of new products, customer research, and design. I believe in Lean-Methodology and I am Agile certified and Waterfall friendly. I am looking to work with an innovation-forward company that makes the world a better place.

FUNCTIONAL EXPERIENCE

- Cross-Functional Team Management
- Consumer Research
- Video Production
- Rapid Prototyping
- Strategy and Development
- AR/VR/OTT/360° Production

PROFESSIONAL EXPERIENCE

Jun 2014 - Current **Pie & Coffee**

A small consulting company focused on entertainment. Clients: Samsung, Fullscreen

Creative Strategist

- Business development and marketing strategies
- Consulting and training on new systems and prototype technologies
- Manage day-to-day relationships with stakeholders, technical teams and external partners
- Creative lead on content marketing and copywriting
- Video production and content development (commercials & short-form)

Jun 2017 - Feb 2018 **Shadow Estate**

A video production and innovation company with clients such as Jet/Walmart, ATV drums

Creative Lead

- Business development, project budgeting, and management
- Created new media advertising, including copywriting and design
- Consultant on first AR app for Jet/Walmart

Dec 2015 - Jun 2017 **AT&T**

Fortune 10 telecommunications company

Director of Innovation

- Digital content strategy team lead during the AT&T/TWE merger
- Researched new business investment and acquisition opportunities
- Worked with stakeholders to enhance training methods and systems
- Drove implementation of key technical projects with both internal teams and vendors
- Content producer/consultant: AR, VR, 360° production
- Worked directly with and reported to senior executive staff

Nov 2011 - Dec 2015 **DIRECTV**
Fortune 100 broadcasting company

Director of Innovation

- Cross-functional team lead for 2-17 person teams
- Business development and research including tech, investment and acquisition opportunities
- Reported directly to VP and executive staff.
- New product evangelist for in-house, trade shows, special events, and conventions
- Rapid prototype producer/developer: digital products, video production, new media
- Collaborated with partners and sponsors to create new products:
 - ex: device-agnostic AR, VR, 360 video, IoT, gaze tracking, gesture recognition, autonomous vehicles, experiential marketing, geo-location, future of work, etc.

Jan 2009 - Nov 2011 **Dailey Associates**
Advertising and marketing company

Creative Developer

- Cross-functional team lead: 11 person team
- Producer: multi-user rich-media engagements for websites (AOL, NBC, Yahoo)
- Creative development lead: Hulu, Intuit, Wonka, Dole, Nestle, Honda Powersports
- R&D: custom API, augmented reality

HONORS AND AWARDS

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

PATENTS

- 2016 Method of Capturing and Sending Content-Based on User Location
- 2019 Shared control of vehicle functions

SKILLS

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|-------------------------|------------------------|-------------------|
| ● Microsoft Office | ● Adobe Creative Suite | ● PHP/MySQL |
| ● G Suite Office Tools | ● Jira | ● JavaScript |
| ● G Analytics Certified | ● Omni Suite | ● 3D/CAD software |

AFTER HOURS

- Staff: Ground Zero Animation Expo - providing workshops, education, and events
- Producer: PepTalks Podcast on All Things Comedy Network
- Co-Founder: 2Daggers - an AR/VR coop