

MATT RASAMOTO

Creative Executive • Head of Product Design • Innovation Leader

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Dear Hiring Manager,

I'm writing to express my interest in joining your team as a creative leader who transforms complex challenges into breakthrough digital experiences. With 10+ years bridging design, technology, and strategy, I've helped global brands like Disney, AT&T, and Samsung build products that drive real business impact.

My background spans the full spectrum of product innovation, from leading 10+ person teams at digital toy company OnChain Studios (where I cut marketing spend 93% while tripling engagement) to architecting AR/VR prototypes that informed AT&T's \$85B Warner Bros acquisition. I thrive in environments where creative vision meets technical execution, whether I'm developing AI personas for kids or building scalable design systems for major IP partnerships.

What sets me apart is my ability to operate at both strategic and tactical levels. I can present roadmaps to C-suite executives in the morning and dive into Unity pipelines with engineers in the afternoon. This hybrid approach has consistently delivered results: launching industry-first VR experiences with 70% adoption rates, expanding products into international markets without language fluency, and building frameworks that get adopted company-wide.

I'm particularly drawn to organizations that value innovation and aren't afraid to push boundaries. Whether it's pioneering digital toys, creating medical metaverses, or developing autonomous vehicle interfaces, I'm energized by projects that haven't been done before.

I'd welcome the opportunity to discuss how my experience transforming bold ideas into market-ready products can contribute to your team's success. Thank you for your consideration.

Best regards,

Matt Rasamoto

Portfolio: <https://www.drpunchman.com>