

MATT RASAMOTO

Creative Executive • Head of Product Design • Innovation Leader

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EXECUTIVE SUMMARY

Multidisciplinary creative leader with 10+ years transforming complex product challenges into breakthrough digital experiences. From AR toys for Disney to medical metaverses for the WHO, I bridge design, technology, and storytelling to build products that matter. Proven ability to scale teams, optimize revenue streams, and deliver strategic innovation for global brands. Seeking Head of Design/Product Innovation role where creative vision drives business results.

PROFESSIONAL EXPERIENCE

INTERIM HEAD OF MARKETING

Immortal Studios — Los Angeles | 2025–Present

Leading transmedia strategy for the world's largest Wuxia content library. Architecting long-term roadmap integrating AI, blockchain, and emerging digital formats to unlock new revenue streams.

CREATIVE DIRECTOR, PRODUCT & MARKETING

OnChain Studios / Cryptoys — Remote | 2021–2024

Directed end-to-end creative strategy for the world's first digital toy company, leading 10+ person team across 2D design, narrative development, and global marketing. Managed 400+ character portfolio spanning major IPs (Star Wars, Mickey & Friends, NASCAR, Masters of the Universe).

Strategic Impact:

- **Revenue Optimization:** Cut marketing spend 93% while tripling user engagement through data-driven campaign optimization
- **Global Expansion:** Drove user acquisition in top 3 international markets (Japan, China, Mexico) using cultural insights and localized content
- **Innovation Leadership:** Pioneered kid-friendly AI personas that expanded audience age range and improved retention metrics

Creative & Technical Excellence:

- Built transmedia storytelling ecosystem across comics, music, and animated shorts for Star Wars partnership
- Developed scalable design systems and style guides enabling rapid IP integration
- Elevated email CTR from 3.2% to 36% through targeted creative and messaging optimization

FOUNDER / INNOVATION CONSULTANT

Pie & Coffee — Los Angeles | 2014–Present

Built market-ready prototypes and scaled products globally for clients including Samsung, Mattel, WHO, and major entertainment brands. Specialized in bridging creative vision with technical execution across AR/VR, games, and immersive experiences.

Product Innovation:

- Created 3 Japanese market products with no language fluency using data analytics, cultural research, and empathy-driven design
- Delivered pandemic training simulations, social AR tools, and rapid mobile game MVPs under tight constraints
- Pioneered digital doubles and 360° video production pipelines for European expo centers

Technical Leadership:

- Built CAD-to-FBX production pipeline for Mattel video content
- Developed AR commerce flows and simplified complex tech through video storytelling
- Led production pipelines for AR/VR, live events, and immersive installations

DIRECTOR OF INNOVATION

DIRECTV / AT&T — El Segundo | 2011–2017

Drove rapid product innovation across AR, autonomous tech, and OTT platforms. Partnered with C-suite on strategic acquisitions and high-impact prototype development.

Strategic Leadership:

- **M&A Strategy:** Led digital content evaluation for AT&T's \$85B Warner Bros acquisition, directly informing deal execution
- **Product Excellence:** Launched industry-first VR boxing app with 70% adoption rate across VR devices
- **Organizational Impact:** Built OKR frameworks and roadmaps adopted company-wide, securing executive alignment

Innovation Execution:

- Developed rapid AR/VR, IoT, and autonomous vehicle prototypes using fail-fast methodologies
- Produced cutting-edge showcases (SXSW, SHAPE) that earned AT&T Foundry industry recognition
- Filed patents for autonomous vehicle control and location-based content delivery

CREATIVE DIRECTOR / CO-FOUNDER

Shadow Estate — Los Angeles | 2017–2018

Crafted immersive brand activations and MR content for retail and B2B clients (Walmart, Jet, Roland). Delivered AR commerce solutions and technical storytelling that simplified complex products for mainstream audiences.

DIRECTOR OF CREATIVE DEVELOPMENT

Dailey & Associates — West Hollywood | 2009–2011

Led creative development for multi-million-dollar interactive campaigns (AOL, NBC, Yahoo). Managed 11-person cross-functional team and built scalable development tools deployed across 1,000+ digital ads.

Technical Innovation:

- Created custom APIs and social commerce tools that accelerated production pipelines
- Developed TurboTax's embedded social platform enabling user reviews and product discovery
- Built localization automation workflows that slashed national TV campaign production costs

CORE COMPETENCIES

Strategic Leadership: Cross-Functional Team Management • OKR Development • Revenue Optimization • Global Market Expansion

Product Innovation: Rapid Prototyping • AR/VR Development • AI Integration • Transmedia Design • UX Strategy

Creative Excellence: IP Development & Lore • Brand Strategy • Content Creation • Storytelling • Visual Design

Technical Expertise: Adobe Creative Suite • Unity • Figma • Custom Pipeline Development • Agile Methodologies

RECOGNITION & CREDENTIALS

Awards:

- DIRECTV "Groundbreaker" Award (2016, 2017)
- Emmy Nomination — Interactive Platforms (2006)
- Dailey Advertising "Hero" Award (2010, 2011)

Certifications & Patents:

- Scrum.org PSM I — Certified Scrum Master
- Patents: Autonomous Vehicle Control • Location-Based Content Delivery

Professional Affiliations:

- Member: International Association of Innovation Professionals
- Volunteer: Japanese American National Museum
- Education: Studio Art — University of Central Arkansas

Portfolio:

<https://www.drpunchman.com>