

Matthew Armstrong – Architectural Design | Visualization | Animation

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Award-winning design craftsman with over 25 years of experience creating design-driven visual content for broadcast networks, agencies, studios, and businesses. Since 2009, I have been the owner and lead 3D visualization, motion design, and animation specialist at PixelBarn where I transform creative ideas into captivating visual content. I am currently pursuing a Master of Architecture and am excited about the opportunity to apply my design experience, problem-solving skills, and expertise in the field of architectural visualization.

EXPERIENCE

OWNER / 3D & MOTION DESIGNER – PixelBarn - www.PixelBarn.com

June 2009 - Present

- Remotely produce 3D & motion graphics design and animation for entertainment, broadcast, and marketing clients such as Madison Square Garden Network, Hasbro, New England Sports Network, Major League Baseball Network, and The Weather Company
- Established a virtual studio focusing on 3D visualization, design, and animation, specializing in photo-realistic renders, 3D asset library development, virtual sets, motion graphics toolkits, and automation
- Manage a small, flexible team of independent collaborators to create impactful visual content for client projects of varying sizes, timelines, and complexities
- Independently create visual content displayed in theaters and on television internationally, on Times Square billboards, in professional sports stadiums, at trade shows, during corporate presentations, and on mobile devices

DIGITAL ARTIST - Hasbro - Cake Mix Studios

February 2007 - June 2009

- Involved in the creation and development of Cake Mix Studios. Hasbro's in-house studio focused on international television commercials, short-form entertainment, and corporate content creation
- Supported the launch of major movie franchises with revenue-generating advertising campaigns
- Execute all stages of video production and post-production, including editing, color correction, 3D and motion graphic design and animation, compositing, finishing, and delivery
- Provided technical direction and support for hardware, software, and production workflows, utilized motion tracking, live keying, virtual set creation and integration for visual effects productions
- Lead and collaborate with internal and freelance teams to create intellectual property content, pilot episodes, and corporate videos for well-known brands from concept to launch

PRODUCER/EDITOR - New England Sports Network

February 2005 - February 2007

- Oversee promotional and programming-based commercial production and post-production for NESN, affiliated with the Boston Red Sox and Bruins
- Responsibilities included scriptwriting, coordinating and directing filming sessions, editing, color correction, motion graphics, animation, and finalization
- Developed assets for an award-winning redesign of the Boston Bruins broadcast package as sole staff 3D artist. Collaborated with the art director to integrate live-action elements with a 3D stadium model resembling the Boston Garden
- Assist the art department by producing and designing television network motion graphics elements, promotional materials, virtual and studio sets, and show packages

VIDEOGRAPHER/EDITOR - Comcast Spotlight

October 2002 - February 2005

- Responsible for all aspects of regional television commercial production and post-production, including managing shoots, lighting, audio, editing, motion graphics design and animation

FREELANCE MULTIMEDIA SPECIALIST - Self-Employed

September 2001 - October 2002

- Graphic Design, Motion Graphics, Video Editing/Shooting/Production, Interactive CD/DVD creation

ARCHITECTURAL SIGN DESIGNER - The Original Sign Factory

August 2000 - August 2001

- Involved in designing and fabricating architectural signs, operating CNC machines, and large-format printing. Create 3D visualizations and animations of sign designs for client review and permitting

EXPERIENCE / SKILLS

TECHNICAL

2D/3D Design
Rendering
Visualization
Motion Graphics
Animation
Toolkits/Automation

PRACTICAL

Carpentry
Construction
Fabrication
Landscaping
Woodworking
Athletics Coaching

MANAGEMENT

Business
Creative/Technical
Production

SOFTWARE

3D

Cinema 4D, Rhino, Revit,
Maya

RENDERS

Redshift, Arnold, Enscape,
Unreal Engine

DESIGN

Illustrator, Photoshop,
InDesign

ANIMATE/EDIT

After Effects, Premiere

EDUCATION

- Arizona State University - Tempe, AZ
Master of Architecture candidate - May 2027
- University of Advancing Technology - Tempe, AZ
Bachelor of Art - Digital Production and Animation
- Rhode Island School of Design - Providence, RI
Maya 3D Certificate

AWARDS

ASU Design Excellence Award - Spring 2025

3X Emmy Awards

- MSG Network - 2016
Knicks and Rangers Game Package
- MSG Network - 2009
Knicks and Rangers Game Package
- New England Sports Network - 2005 Boston Bruins Redesign