

# Matthew Armstrong – Architectural Design | Visualization | Animation

www.matthew-armstrong.com · matt@matthew-armstrong.com · 617-930-0753

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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

### RENDER

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