Matt Weier

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SKILLS

- 25 years of experience in digital media and interactive
- Architect of engaging interactive experiences
- Strategic critical thinker who can break down complex problems
- Fluent communicator, interfacing between client, project management, and development
- Detail-oriented employee who knows what it takes to achieve the best results
- A jack-of-all-digital-trades capable of both creative and technical solutions

EXPERIENCE

Pixel Farm, Minneapolis
Technical Director | Aug 2005 - Feb 2024

I served as the solutions architect to help align clients, sales, and project teams. I worked directly with clients and project managers to determine problems, solutions, scope, budget and schedule. I helped teams write, diagram and present technical proposals and presentations.

I defined the technical requirements for developers, including recommendations for analytics to help monitor KPI's. I broke projects into phases and sprints, leading teams of fulltime and freelance developers and helping to manage priorities through daily SCRUMs, Kanban boards and issue trackers. Throughout our Continuous Delivery development process, I performed manual iterative QA reviews.

In addition to managing interactive project implementation, I also rolled up my sleeves to provide hands-on creative services as needed, including graphics production, storyboarding, instructional design, and content management.

Digital projects include: Web applications, eLearning, CMS, LMS, business simulation games, mobile and web-based gaming, VR/AR/WebGL, and mobile apps.

Clients: Wells Fargo, US Bank, Cargill, Land-o-Lakes, Medtronic, Best Buy, Microsoft, and more.

Skills: Project Bidding · Flow Charts · Planning & Scheduling · Content Management · eLearning · Solution Architecture · Agile Methodologies · Scope Planning · User Experience (UX) · Project Planning · Project Estimation · Agile Project Management · Adobe Creative Suite · User Experience · Manage Client Relationships

Sole Proprietorship
Freelance Consultant | Jan 2003 - Present

Freelance consulting for smaller clients nationwide. Services include solutions architecture, UI/UX design, WordPress site builds, animation, illustration, and graphic design.

Pixel Farm, Minneapolis
CG Animator | Nov 2015 - Feb 2024

In addition to my role as digital Technical Director, I also provided 3D and 2D animation services. This included storyboarding, design, modeling, texturing, rigging, animation, lighting and rendering. In addition to rendered animation, I also generated and optimized assets for web and real-time VR/AR/WebGL.

Pixel Farm, Minneapolis
Multimedia Artist | Aug 2003- Aug 2005

My first role at Pixel Farm Interactive was a combination of web design, animation, video editorial and interactive multimedia development. As I identified the needs for clearer processes and structure, I defined and stepped into my role as Technical Director to help expand our capabilities and team.

Exploria Productions, Hartford, CT
Web Designer/Animator | Apr 2001 - Dec 2002

While living in Connecticut, I designed and developed multimedia interfaces for animated websites and CDROMs, as well as trained coworkers in web techniques. In addition, I sketched, modeled, and animated for a variety of 3D Animation projects. Outside of work, I co-hosted a monthly Connecticut Maya Users Group to help fellow animators network and learn techniques..

Innuity, Minnetonka, MN
Web Designer | Apr 1999 - Dec 2000

Served as a technical resource for e-consultants both in and out of client meetings. Designed & implemented custom web solutions for clients using Photoshop, Imageready, and Dreamweaver. Represented over 600 employees in corporate site redesign team efforts.

EDUCATION

Academy Education Center, Bloomington, MN
AS, Computer Animation | 1999 - 2000

Earned Associates degree (3.9 GPA) during an intensive 18-month night school program that coincided with a full time job at Innuity. Gained hands-on 3D animation and compositing experience using 3DS Max, Maya, and After Effects. Created short animated films and video game level/character designs.

Gustavus Adolphus College, St. Peter, MN
BA, Computer Animation & Digital Art | 1994 - 1998

Graduated cum laude (3.6 GPA) in a self-defined major that combined coursework in computer science, mathematics and visual art.