

## Matt Rosenfeld

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## Experience

### **Gnomon School of Visual Effects – Education Lead (Technology):** June 2015 – Present

- Oversee curriculum development, goals, techniques and administration for Generalist 3D and Modeling & Texturing tracks within the Digital Production and Entertainment Design & Digital production programs.
- Completely revamped, modernized and redesigned lighting, compositing and texturing curriculum to reflect modern production techniques.
- 22 Direct Reports
- Recruited and hired 15 new instructors
- Initiated new instructor database
- Oversee 22 various classes
- Created 380 pages of handout material
- Regular evaluation of current instructors
- R&D of newer technology for related classes including Nuke, Substance, Arnold, V-Ray, Redshift
- Developed and deployed modern studio-quality adaptable look development lighting environment
- Consistently achieve outstanding evaluations by students. Average 4.7/5 (90<sup>th</sup> percentile, in top 5 of all instructors at Gnomon)
- Serve as mentor for over 250 students
- 8 Best of Term winners originated from my classes in various categories

### **Freelance Visual Effects Artist, Designer & Supervisor:** June 2004 – Present

- 3D artist for TV, Film, Commercials, Video Game Cinematics
- Generalist concentrating on Lighting, Modeling, Texturing, Look Development & some animation
  - **Studios Include:** Framestore, Digital Domain, Sony Imageworks, MPC, Saatchi & Saatchi, Imaginary Forces, Psyop, Brand New School, Method Studios, Blind Studios, Haus, Wild Canary, Engine Room, Kachew, Digital Kitchen, Superfad, Zoic Studios, Stardust, Look Effects, Stargate Films, We are Royale
  - **Commercial brands include:** Apple, Transformers, Dragon Age, Microsoft, Aflac, Coke, HP, Chevy, Infiniti, Pioneer, Red Vines, Toyota, Master Card, Playstation, Medal of Honor, Mattel, Career Builder, Samsung, Mucinex, Macy's, NYSE, Target, Volkswagen, Chef Boyardee, Campbell's, Sea World, Sun Microsystems, Need for Speed, X-Box, Wonka Bar, Busch Gardens, Verizon, American Airlines, AT&T, Babies R Us, Hefty, Skyy Vodka, Gatorade, Delsym, Alone in the Dark, Ford

- **Entertainment brands include:** Green Lantern, Sorcerer's Apprentice, Next, Idiocracy, Southland Tales, The Invasion, Deuce Bigalow 2, Wizards of Waverly: Stone of Dreams, Magnificent Desolation, Let Me In, Fringe, CSI, House, Flash Forward, Dollhouse, Human Target, Point Pleasant, Megacities, Ultra, Unsolved History, True Blood, E-Ring

### **Lobbyist, Advocate for Visual Effects Industry: January 2014 – August 2014**

- Led and initiated successful lobbying effort targeting CA politicians and entertainment industry decision-makers to expand the Visual Effects industry's representation in the AB 1839 Film Production Tax Incentive Bill
- Secured meetings with and presented to staff members of Mayor Garcetti's administration, Paul Krekorian, Bob Huff (state senate minority leader), VP-level Visual Effects executives at "Big Six" movie studios, former members of the Michael Bloomberg administration, many Visual Effects facility owners and Mike Gatto (CA State Assemblyman, co-author of AB 1839)
- Authored several targeted proposals outlining job migration statistics and economic impact
- Secured Request for Proposal from CA Assemblyman Mike Gatto that was ultimately successful in securing an entire page of additions from the previous one word mention.
- Additions include 25% tax credit for Visual Effects of qualifying expenses, definition of "Virtual Photography," definition of Visual Effects, preamble language on importance of Visual Effects in modern film making, economic impact of runaway production on the Visual Effects industry
- Founded Facebook group/coalition of 430 California-based Visual Effects professionals to garner support of bill initiative
- Bill passed and signed by Governor Brown on 9/18/2014

### **Other Experience:**

- Multimedia Designer/Art Director New Business Advertising & Marketing
  - Upshot, Zipatoni/Rivet/Equity Worldwide/Paramount Pictures
- Professional Musician
  - Founded & led several bands in Chicago and Los Angeles
  - Worked with Ric Ocasek (Cars), Mike Clink (Guns N' Roses), Vixtrola (Interscope)
  - Founded guitar instruction business servicing over 30 students/week
  - Performed, produced and wrote commercial music for advertising

### **Skills:**

- Maya, V-Ray, Arnold, Mental Ray, After Effects, Photoshop, Nuke, Katana. Mari

### **Education:**

- BA: International Relations, University of Southern California