

Matthew Mascheri - Content Creator | Technology Innovator

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Innovative and passionate content creator and technologist with over 25 years of expertise in video production, immersive media, emerging digital experiences. Proven ability to lead cross-functional teams, drive innovation, and optimize engagement strategies through technology, creativity, and automation. Expertise in VR/360° video, fulldome production, video production, DSLR photography and interactive video walls/digital signage. Adept at integrating technology, creativity, and automation to drive innovation across industries—from entertainment and education to corporate and experiential media. Seeking leadership roles to leverage my expertise in video production, technology exploration and team management.

WORK EXPERIENCE

PanoScape

OakBrook Terrace, IL

CoFounder & VP of Technology (CTO-Level Leadership)

Jan 2020 - Feb 2025

- **Co-founded and led the development** of PanoScape, an innovative interactive video wall platform adopted across multiple verticals including casinos, higher education, college athletics, pro stadiums.
- **Secured multiple domestic and international patents**, and received industry awards for innovation.
- **Directed** video content strategy, overseeing scripting, filming, editing, and deployment across interactive displays, online platforms, customer training and for internal use.
- **Designed and implemented data-driven content strategies**, leveraging engagement analytics via **Tableau** to optimize campaigns and content to enhance the guest experiences.
- **Drove cross-functional collaboration** between sales (**HubSpot**), content (**monday**), programming (**JIRA**) installation teams (**Current RMS**), and suppliers, to ensure seamless installation and deployment of PanoScape systems and deliver exceptional customer support throughout the process and post installation
- **Spearheaded continuous R&D efforts**, integrating emerging technologies such as head and hand tracking, API integrations, and gamification to enhance audience interactivity.
- **Deployed and managed 50+ global installations**, via **Azure** and **NinjaOne RMM** for automated setup, remote monitoring, endpoint security, and cybersecurity compliance of PanoScape installs.
- **Developed** KPIs for internal teams and clients, created project budgets, aided CFO with projections

DesignCentrix

Elmhurst, IL

VP of Technology

May 2018 - Dec 2019

- **Integrated cutting-edge technologies** into trade show booths from design to installation, ensuring client satisfaction, enhancing brand visibility and increasing attendee engagement.
- **Directed** video production, photography, and digital media content for trade shows and online platforms, ensuring high-impact storytelling and brand engagement.
- **Developed foundational concept for PanoScape**, leading to its successful spin-off in January 2020.

Dome3D LLC

Elmhurst, IL

President - Independent Consulting & Production

Apr 2007 - Current

- **Led immersive media projects** for global clients delivering 360° and fulldome experiences across head mounted displays, web platforms, and dome theaters.
- **Developed a fulldome production training program** and provided in-person training to clients across the globe including China, Myanmar, India, Germany, Switzerland, Portugal, and Saudi Arabia.

Adler Planetarium and Astronomy Museum

Chicago, IL

Producer / Director of Digital Design

Jun 1999 - Nov 2007

- **Managed and produced fulldome content** for the world's first digital fulldome theater.
- **Progressed** from artist to technical director to producer / director of the department.
- **Served as the primary production liaison** for external partners, vendors, and contractors.
- **Developed and maintained department budgets and content workflow**, optimizing resources for maximum project efficiency.

EDUCATION

Columbia College Chicago

Academic Computing / Film & Video

Chicago, IL

Jun 1999

SKILLS

- **Creative & Content Development** – Primary – Adobe Premiere, After Effects, Photoshop | Autodesk 3DS Max | 360° video/photo stitching | Secondary – Adobe Audition, InDesign | WordPress | SketchUp | MistikaVR | Davinci Resolve | Third – Final Cut Pro | Adobe Illustrator | Canva
- **Media & Production Equipment** – Nikon DSLR | Blackmagic URSA 12K | 360° video capture systems
- **Tech & IT Skills** – NinjaOne RMM | Tableau | Windows/macOS | Azure | Networking | System Hardening
- **AI & Emerging Technologies** – ComfyUI | ChatGPT | Sora | Adobe Firefly | CoPilot
- **Immersive & Interactive Media** – Full-dome production | VR/360° video | VR head-mounted displays | Interactive video walls | Digital signage
- **Project & Content Strategy** – Data-driven content optimization | JIRA | Slack | HubSpot | Current RMS | monday | Google Workspace | Microsoft Office | Microsoft Teams | Zoom
- **Soft Skills** – Leadership & Strategic Thinking | Decision-Making & Problem-Solving | Customer Support | Technical Communication & Storytelling | Collaboration & Relationship Building | Project & Process Management | Video Production Management | Photography | Tutorial Creation

PROJECT EXPERIENCE

PanoScape

Notable Projects

- **Caesars Entertainment** – Led deployment of 13 interactive PanoScape walls across Caesars' properties, generating **2M+ unique engagements**. Integrated Ticketmaster API to enable real-time ticket sales and deliver actionable user analytics.
- **Dallas Cowboys** – Deployment of 8 interactive systems to The Star (4) and AT&T Stadium (4) showcasing sponsors, events, gamification, guest engagement tracking and live video streaming.
- **23XI** – Deployment of interactive video wall at AirStream, showcasing drivers, news merchandise and integration of Toyota's Interactive NASCAR driven by Unreal Engine.

Dome3D

Notable Projects

- **Lollapalooza & Austin City Limits (2015–2017)** – VR / DIT work for C3 Presents and Vantage.tv.
- **Coldplay VR** – VR / DIT for "A Head Full of Dreams Tour" VR/360° **live broadcast to 50+ countries** exclusively available to **4.5M Samsung GearVR HMDs** for Vantage.tv / Live Nation
- **Blackhawks 2015 Championship** [parade](#) and [celebration](#) – VR/360° capture for Banner Studios
- **NASA / ULA / DoD Rocket Launches** – VR/360° production for KonzeptVR [Cape Canaveral](#) and [Vandenberg AFB](#), delivering groundbreaking aerospace storytelling with **1M+ views on YouTube**.
- **Produced [SpacePark360](#)**, a full-dome entertainment show running in **100+ dome theaters worldwide**.

INDUSTRY INVOLVEMENT & COMMUNITY CONTRIBUTIONS

Industry Events

- Speaker / presenter at industry conferences, including **IAAPA, IMERSA, IPS, TEA, and PGA**, covering immersive media, interactive technology, and digital experiences.
- Former Standards chair for world's largest planetarium group Digistar Users Group – Evans & Sutherland (COSM). Developed best practices for dome theater content creation.

Community Contributions

- Cub Scout Den leader of Pack 24, fostered leadership and team-building skills.
- Coach youth baseball, softball, and basketball, focusing on teamwork, sportsmanship, and skill growth.