Matthew Mascheri - Content Creator | Technology Innovator

Elmhurst, IL | 630.660.8239 | mattmascheri@gmail.com | LinkedIn Profile | mascheri.com

As a results driven content creator, marketer, technologist and leader, I turn complex concepts into engaging digital experiences. With a passion for exploring emerging technologies, I bring a unique blend of creative storytelling, technical expertise and strong communication skills to the table – with the goal to inspire, inform, educate and entertain.

My experience across consulting, education/museums and co-founding a start-up has given me a broad range of skills which enable me to lead cross-functional teams, creatively problem solve, manage projects effectively and approach content creation from a unique perspective. These strengths help me navigate the complex challenges of the creative process, drive innovation and deliver quantifiable value on projects.

WORK EXPERIENCE

PanoScape   **OakBrook Terrace, IL**
CoFounder & VP of Technology   *Jan 2020 - Feb 2025*

- **Co-founded and led the development of PanoScape**, an interactive video wall platform adopted across casinos, higher ed, college athletics, and pro sports stadiums.
- **Secured multiple domestic and international patents** and received industry recognition for innovation and market impact.
- **Led cross-functional teams across product, sales, content, and engineering**, driving seamless deployments by integrating platforms like HubSpot, JIRA, monday, and Current RMS.
- **Defined KPIs/OKRs and partnered with leadership on budgets and financial planning** to support sustainable product growth.
- **Directed content and marketing strategy**, overseeing the full lifecycle of video assets—scripting, production, and delivery—for interactive installations, training, and digital platforms.
- **Crafted vertical-specific messaging and marketing materials** for sales enablement, trade shows, and key client opportunities.
- **Collaborated on UI/UX design, ran A/B testing cycles** to improve engagement and conversion rates.
- **Developed and executed data-driven content strategies**, leveraging Tableau and internal analytics tools to optimize messaging and content creation to heighten user interaction.
- **Led product R&D initiatives**, integrating head/hand tracking, gamification, and expanded platform capabilities to address specific customer needs.
- **Managed over 50 deployments globally**, using Azure and NinjaOne RMM to streamline configuration, remote monitoring, system hardening and endpoint security.
- **Implemented automation** processes that reduced customer setup and onboarding time by **over 80%**,

DesignCentrix   **Elmhurst, IL**
VP of Technology   *May 2018 - Dec 2019*

- **Integrated emerging technologies into custom trade show environments**, overseeing concept-to-installation to elevate brand visibility, client satisfaction, and attendee engagement.
- **Directed video, photography, and marketing content creation** for both live events and digital platforms, driving consistent storytelling and maximizing audience impact.
- **Developed early concepts and vision for PanoScape**, leading to the successful spin-off of a dedicated product and company in January 2020.

Dome3D LLC   **Elmhurst, IL**
Consulting & Production   *Apr 2007 - Current*

- **Led immersive media projects** for museums and commercial clients delivering VR/360° video, immersive fulldome experiences, tradeshows and utilizing head mounted displays.
- **Developed a VR 360° / fulldome production training program** providing 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.
- **Primary production liaison** for external partners, vendors, and contractors.
- **Developed** department budgets and content workflow, optimizing department resources.

EDUCATION

Columbia College Chicago   **Chicago, IL**
Bachelor of Arts- Academic Computing / Film & Video - 3.6 GPA   *Graduation June 1999*

SKILLS

- **Creative & Content Development** – Primary – Adobe Creative Suite – Adobe Premiere, After Effects, Photoshop | Autodesk 3DS Max | 360° video/photo stitching | FlashPrint | Secondary – Adobe Audition, InDesign, Illustrator | WordPress | SketchUp | MistikaVR | Davinci Resolve | Third – Final Cut Pro | UE5.5
- **Media & Production Equipment** – Nikon DSLR | Blackmagic URSA 12K | 360° video capture systems
- **IT** – NinjaOne RMM | Tableau | Windows/macOS | Azure | Networking / System Hardening | JAMF
- **AI & Emerging Technologies** – ComfyUI | ChatGPT | Sora | Adobe Firefly | CoPilot
- **Immersive & Interactive Media** – Fulldome production | VR/360° video | Interactive 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 the deployment of the [Wager Wall](#) and 13 mobile interactive PanoScape walls across Caesars properties in Las Vegas, generating over 2 million unique engagements. Leveraged real–time analytics to demonstrate YoY engagement growth of 50%+ and sales conversions that exceeded client expectations.
- **NFL Teams –** Deployment of interactive systems to the **Buffalo Bills**, **Washington Commanders** and **Dallas Cowboys** (The Star (4) and AT&T Stadium (4)) showcasing sponsors, events, gamification, guest engagement tracking and live video streaming and photobooth technologies.
- **[23XI](#) –** Deployment of interactive video wall at AirStream, showcasing drivers, news merchandise and integration of Toyota's Interactive NASCAR driven by custom Unreal Engine app developed by TCNA..

Dome3D
Notable Projects

- **AT&T / Samsung** – [VR/360°video](#) for AT&T Chicago Michigan Avenue flagship store.
- **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 / Samsung
- **Blackhawks 2015** Championship **[parade](#)** and **[celebration](#)** – VR/360° capture for Banner Studios
- **NASA / ULA / DoD Rocket Launches –** VR/360° production for KonceptVR **[Cape Canaveral](#)** and **[Vandenberg AFB](#)**, delivering groundbreaking aerospace storytelling with **1M+ views on YouTube**.
- **Produced [SpacePark360](#),** a fulldome entertainment show running in **100+ dome theaters worldwide.**

INDUSTRY INVOLVEMENT & COMMUNITY CONTRIBUTIONS

Industry Events
- Speaker / presenter at industry conferences, including **SIGGRAPH, ASTC**, **IAAPA, IMERSA, IPS, GLPA, DUG, WAC, SEPA, TEA, and PGA**, covering immersive media, educational technology, and digital experiences.
- Former Standards Chair for Digistar Users Group, setting best practices for educational content creation in digital planetariums.

Community Contributions
- Cub Scout Den Leader & Youth Sports Coach, fostering leadership, teamwork, and creative problem–solving in young learners.
- Participate in LEGO, 3D printing and PLTW school and community events.