

# Matthew Floyd

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## Videographer/Video Editor | Writer | Sound/Narrative Designer

With specialization in the interactive landscape, and extensive experience applying sound, digital visual content and narrative design techniques to a variety of mediums (i.e., film, VR, mobile games, RPGs). Background includes completed B.S.E. Mechanical Engineering and Master in Entertainment Technology, as well as a successful track record in working within collaborative, interdisciplinary teams on interactive design projects (in both a freelance and corporate capacity) to combine creative solutions with innovative technologies.

## Skills

Digital HD Cameras | Visual Storytelling | Interactive Storytelling | Game Design | Adobe Premiere Pro | Unity | Film Production | Adobe Photoshop | Adobe After Effects | Adobe Audition | Logic Pro | MIDI Board | Final Cut | Celtx Screenwriting | Microsoft Office | CAD | Teamwork

## Relevant Highlights

- Director/videographer/video editor for award-winning independent documentary feature film.
- Freelance videographer for clients in New York metropolitan area.
- Video editor for three years as part of Nickelodeon's Noggin team, using an interactive editing tool to apply keyframes and visual logic to given source video so the experience would respond to player input.

## Professional Experience

### Weber Floyd Productions

2024-Present

#### Director/Videographer/Video Editor

- Independent award-winning documentary feature, "Lessons from 100: Reflections in My Centennial Year", <https://lessonsfrom100.com/>. Film Festival Official Selections: Big Apple Film Festival, Cinema Royale Paris Edition, Daddying Film Festival and Forum (D3F), London Vision Film Festival (LVFF), The Storyteller Universe Film Festival, Voices Rising Film Festival. Awards: D3F Atticus Best Film Finalist, Gothamite Best Score, LVFF Best Documentary Feature, Best Director and Best Score, RED Best Score, Storyteller Universe Best Feature Documentary, Voices Rising Best Feature Documentary. Festival circuit will continue in 2026, towards pathway to streaming distribution.

### Freelance Videographer

2024-Present

- Freelance contract projects for clients with videography needs, such as Frank Cento Productions and Evolved Media.

### Self-Employed

2023-Present

#### YouTube Director/Videographer/Video Editor

- YouTube channels "Matt's Ranks and Videos" and "Weber Floyd Productions."

### Nickelodeon, New York, NY

2020-2023

#### Interactive Editor

- Contributed to over 20 projects in three years for Nickelodeon's Noggin team.
- Worked on Noggin's interactive "authoring" tool to edit "play-along video" content, released on their Noggin app, to facilitate learning in 3-5-year-olds.
- For each project, worked on 4-6-week timeframes, work divided amongst two or three interactive editors.
- Programmed given assets into interactions by finding spots on the given source video where an interaction would take place, and then by using the "authoring" tool's components to set up visual logic at each of these "keyframes" wherein the experience would respond to player input.
- If "owning" a project, managed and ran exports on computer, and updated the project on Box and GitHub.

IMU Studios, Balfour, British Columbia, CA

Spring-Fall 2020

**Writer**

- Worked on a 6-person writing team constructing a TV Bible as companion to IMU Studios' in-development multiplayer RPG game Thunder: Throne Wars.

Princeton University, Princeton, NJ

2013-2015

**Videographer**

- Filmed campus events, such as lectures and performances, for the Lewis Center for the Arts.

**Academic Projects**

**Cutting Edge- start-up project**

ETC, CMU (Spring 2019)

- Worked as a narrative designer on a six-person team, experimenting with different editing transitions in VR, centered around a story involving the reliving of one's memories.

**Picture Yourself- project for the Tepper School of Business**

ETC, CMU (Fall 2018)

- Worked as a co-producer and designer on a five-person team; developed a prototype for an interactive "selfie" installation in the new David A. Tepper Building at CMU.

**Home Front- project for the Theater of War Productions**

ETC, CMU (Spring 2018)

- Worked as a designer on a five-person team, expanding live performances of Theater of War Productions, fostering safe discussion, community, and honest emotions in military families.
- Completed work on Kairos, a polished prototype for future development.

**Building Virtual Worlds**

ETC, CMU (Fall 2017)

- Contributed to the design of five virtual worlds, each completed in two weeks or less, on different five-person teams. Worked on Microsoft HoloLens, HTC Vive, Kinect, Oculus Touch, and CAVE.
- Worked as a sound designer to enhance the narrative and feel of the world experience.
- Contributed as a producer on three out of five worlds.

**Senior Film Project: Game Over**

Princeton (2014-2015)

- Wrote, storyboarded, directed, edited 30-minute film for Princeton's Certificate Program in Visual Arts.

**Education**

**Master of Entertainment Technology**

Entertainment Technology Center (ETC), Pittsburgh, PA  
Carnegie Mellon University (CMU)

**B.S.E. Mechanical Engineering**

Certificate in Visual Arts  
Princeton University, Princeton, NJ

**Relevant Honors, Societies, And Interests**

**Sigma Xi: The Scientific Research Honor Society**, awarded by Princeton University (2015-present)  
**American Society of Mechanical Engineers (ASME)** (2015-present)

**Writer**, Mario Narrative Series and other design posts on my website (2019-present)  
**XR Alliance Competition**, chosen as finalist for VR script "Don't Be Afraid" (2018)  
**Digital Photography I** at PhotoUno (2017), New York, NY