

Matthew C. White, MFA
260-415-7709
Email matt.whitefw@gmail.com
Website: <http://mattwhitefw.com>

Educational Background

- **Degree:** MFA Vermont College of Fine Arts, Montpelier, VT
Major: Graphic Design: Motion Design
April 2013
- **Degree:** BA University of Saint Francis, Fort Wayne, IN
Major: Computer Art
May 2005

Work Experience

Adjunct Faculty Indiana Tech Fort Wayne 2023-present

- Led curriculum development and instruction for 2D/3D Animation and Design programs.
- Managed adjunct faculty and student mentorship initiatives, improving student engagement and portfolio outcomes.
- Spearheaded adoption of new software and tools, modernizing the program and increasing student job placement

CCO/ Co-Founder Playwatch Kids 2022-present

Responsibilities: Oversee daily operations and lead projects, including task delegation and timeline management. Serve as the primary coordinator for client and investor meetings. Collaborate with clients on contracts, project scope, budgets, marketing strategies, and performance goals. At Playwatch, INC, focus on performance indicators, long-term goals, and growth strategies to meet performance milestones through new projects.

Achievements:

- Secured contracts with: BLK FAM, Jason Learning, Whoopi Goldberg (Whoopinc)
- YouTube Channel @playwatch 200,000 subscribers
- YouTube Channel @kingdomland 160,000 subscribers
- YouTube Channel @hometeamhistory 810,000 subscribers
- Raised investment capital for Playwatch over \$500,000 in two years
- Secured Joint Partnership deal with Jason Learning
- Finalist BEST of STEM 2025 for Early Education Curriculum
- Won BEST of STEM 2025 for Supplemental Curriculum Early Education
- Designed, Printed Scholastic winning book series Little Agent.
- Wrote press releases, marketing and promotional strategies to obtain grants and partnerships over \$400,000

- Awarded SBIR Grant 2024
- Awarded KFC Foundation Grant 2025
- Design Children's series of educational books with over 10,000 copies sold in a year

CEO Boom! Animation 2020-2025

Responsibilities: Manage and organize the creative execution of client projects with a team of designers and animators. Projects range from pitch decks and short-form ads to national commercials, animations, video production, and print materials like educational books and marketing collateral.

Achievements:

- Designed and promoted 12 Days of Snoop-mas 2022
- Design and Print Yearly Entrepreneurial event collateral for the Beautillion in Indianapolis. 2021-2025
- Animated and directed Netflix One Piece NFL Spots
- Animated Short "Poof" accepted into Tribeca 2024
- Direct Series of Animations and commercial spots for Manta: "Under the Oak Tree" Shown on times square for 48 hours.
- Animated Black Sands Pilot
 - Picked up by Kevin Hart and March Cuban on Shark Tank
 - Picked up 4 episode deal with Carl Reed Studios
- Managed Unicatz Animation and social media
 - 100,000 on YouTube
 - 30,000 Instagram
- Managed Healthy Hip Hop and Roy CEO
 - 40,000 Instagram
 - 300,000 TikTok
 - Designed H3 App and Website

University of Saint Francis

Director of Computer Art and Technology 2019-2020

Associate Professor (Tenured) of Animation and Web Multimedia, 2010-2020

Program Director, Animation, 2013-2020

- **Responsibilities:**
 - Advised 60 students
 - COASSA Program Assessment– Collected data from the past three years of Senior Portfolio Review and aligned results with program outcomes; authored COASSA assessment document for the animation program
 - NASAD Accreditation Review for SOCA– Oversaw assessment and written requirements for animation portion of review; coordinated with Dean, Chair, Faculty and students regarding review process, presentation expectations, and facility organization in preparation for our upcoming accreditation

- Studio Art Program Revision– Comprehensive revision of animation program, including new course creations, course modifications, and the development of two new concentrations (character animations and visual effects), and consolidation of credit hours from 128 credit hours to 120 credit hours
- USF Program Review– Two weekly meetings with other SOCA Program Directors, Chair, and Dean; consultation with other full-time studio faculty; authored animation portion of SOCA program review

Classes taught:

Animation 2D/3D

- ART 150 Intro 3D Animation
- ART 201 Traditional Animation
- ART 236 3D Animation Production
- ART 315 Lighting and Rendering
- ART 316 Traditional Animation Production
- ART 330 Internship
- ART 334 3D Modeling
- ART 445 Character Animation
- ART 456 Particles and Dynamics
- ART 457 Advanced Character Animation
- ART 458 Short Form Compositing
- ART 498 Senior Project
- COMM 340 Traditional Animation
- COMM 3410 Intro 2D Animation
- COMM 3800 VFX and Motion Design
- COMM 4600 Advance 3D Animation

Graphic Design

- ART 155 Foundations of Digital Design
- ART 248 Motion Graphics
- ART 265 Web Design
- ART 330 Internship
- ART 341 Multimedia Web
- ART 438 Advance Internet
- ART 465 Advance Web
- ART 498 Senior Project
- ART 558 Motion Graphics
- COMM 2210 Design Fundamentals
- COMM 3800 VFX and Motion Design

3D Animator, Media Manager, and Director Digital Media, Biomet Sports Medicine, Warsaw Indiana 2008-2011

- **Responsibilities:** Shoot edit cadaver and surgical procedures, animate surgical procedures, create digital surgical apps with animation and interactive features, supervise, manage and build a global online catalogue, design and develop global online media site for Biomet, Supervise group of designers for media and

content for AAOS (American Association for Orthopedic Surgeons) and other sales force trade shows.

- Designed Biomet Meniscal repair device Maxfire
- Designed Biomet ACL, MCL, and LCL installation device Juggerknot

Director media and Medical Animator Biomet 2008-2010

- **Responsibilities:** Illustrated and animated medical procedures, designed/digitized pdfs and developed product sales app

Media Specialist, Cosmic Soup Digital, Fort Wayne Indiana 2004-2008

- **Responsibilities:** Client projects and deadlines, commercial production shoot and editing, motion graphic animation, DVD authoring, Web kiosk and interactive design and development, 3D animation production, corporate mechanical animation and assembly, medical illustration and animation

Skills

- **Graphic Design:** Photoshop, Illustrator, Indesign, Quarkxpress, Adobe After Effects, Motion Design, Adobe XD, Figma, Illustrator, Children's Books, Studio Pitch Decks, Printed Materials, Book Publishing, Product Design
- **Animation:** 3D modeling and sculpting, 2D and 3D Character Animation, Rigging, Toon Boom Harmony, Moho, Adobe Character Animator, Storyboarder, Stop Motion, Dragon Frame, Medical Animation and Illustration, Simulation Animation Fire and Water, Motion Graphics, InDesign, Logo Animation, Title Design, Digital Display Design, 3D Software (Maya, 3D Studio Max, Cinema 4D, Blender), Ai Midjourney, and Sora
- **Production:** Television and Video production 720p/1080p/4K, lighting for video, camera operations, editing, audio, commercial script writing
- **Social Media:** Instagram, TikTok, Youtube, Blusky, Hootsuite, Social Pilot, Metricool
- **Web and multimedia:** HTML, Server-side programming PHP, MS SQL, XML, C#, C++, Python, Apple and Android App Development, Illustrator, Photoshop, InDesign, XD, Coder, Muse, Premier, After Effects, Animate, Projection Art, Kiosk design and development. Tradeshow Design development, digital magazine app development
- **History and Theory:** Traditional Animation History, 3D Animation History, Visual Effects Practice and History, Motion Design (Theory, Practice, and Application in logo and title sequence design) Standards and practices in animation and commercial broadcast production, web standards, practices, and history, UX/UI interface design

Academic Experience

Academic Advising and NACADA, NASAD Accreditation practice and experience for Graphic Design and Animation

- Awards/Grants/Fellowships
- Design and Displayed Steve Ditko Permanent Installation for Bottle Works, Johnstown, Pennsylvania
- 2025 Awarded Educators Pick BEST of STEM for Supplemental Early Educational Materials
- 2025 Finalist Educators Pick BEST of STEM for Early Education Curriculum Materials
- 2025 SBIR Grant Awarded for “Fly in a Box” \$250,000
- 2024 Tribeca Film Festival acceptance for Animated Short “Poof” Featuring Whoopi Goldberg.
- 2023-2024 Development of representative animated material for Jason Learning
- 2020-present Raised 1 million in investor capital
- 2018 Ball Grant Recipient \$23,000 Grant
- 2018 Faculty Development Lilly Grant Recipient \$3,000 Grant
- 2017 ASIFA Midwest Member
- 2016 University Advisor of the Year Award
- 2016 Faculty Development Lilly Grant Recipient \$3,000 Grant
- 2015 LeePoxy Award for Teaching Excellence Award
- 2013-2014 Faculty Advising Liaison NACADA
- 2010 Bronze Telly Award
- 2008 Silver Telly Award
- 2008 1 Gold and 2 Silver Addy Awards
- 2007 3 Gold and 1 Silver Addy Awards
- 2006 2 Gold and 2 Silver Addy Awards
- 2005-Present SIGGRAPH ACM Member
- Continuing Education and Development
- ASIFA Midwest International Animation Day (organized events)
- ACM SIGGRAPH Conference 2010, 2013, 2016, 2017
 - ILM Creature Creation: Production Workshop
 - Laika 3D Printing and Fabrication for Stop Motion: Production Workshop
 - ILM Compositing for Large Monsters and Robots: Production Session
 - Disney Animation for Animal Movement: Production Session
 - Motion Graphics and 3D: Educators Panel
 - Google VR and AR Possibilities: Development Workshop
 - CS +X Cross Campus Collaboration: Educator Panel
 - Life is Shorts, Disney and Pixar’s Piper: Production Session
- CTN (Creative Talent Network) 2014-2019
 - Drawn to Life in Life: Drawing and Animation Workshop
 - Eric Goldberg Character Movement: Animation Workshop
 - NACADA The Global Community for Academic Advising
 - PBL Certification
 - Fort Wayne Teaching Conference
 - Presentation on Building Communities of Students
- Committees and Service to the University

- Curriculum Council Secretary 2018-2020
- HLC COASAA Faculty representative
- COASAA 2016-2018
- Technology Committee- 2014-2015
- Senate Alternate- 2013-2015
- Faculty Advising Liaison F.A.L- 2014-2015
- Recruitment and Retention Committee- 2014-2015
- COASSA- 2015-2018
- Search Committee for Computer Science Director Faculty Position-
- Reviewed resumes, interviewed candidates, and recommended selection to Dean (Rick Miller hired Fall 2016)
- Aided School of Science in the creation of Game Development concentration in Computer Science major
- Representative of Faculty Advisors for the University at NACAD in Indianapolis 2014
- Representative and presenter for USF at Teaching Conference at IPFW 2016
- Presented at Faculty Development Day for advising workshop 2014
- Presented at Faculty Development Day for advising workshop 2015
- Professional Consultation
- Network Educator and Outreach Coordinator for 212 by Artlink
- Civic Theater Consultant for Projection Digital Background Design
- Member of Cinema Centers Education Committee- 2013-2015
- Zimmer Biomet Orthopedics 2013-2015 update 2017
- Cosmic Soup Digital- 2013-Present
- Girl Scout Presentation for Media Badges- 2013-Present
- SciFi-Central Presentation- 2015
- Hobnobben International Film Festival- 2016
- Animation Panel Discussions at Cinema Center
 - “Anomalisa” October 2015
 - “Only Yesterday.” February 2016
- Faculty Advising Liaison F.A.L. 2015 Publications (Professional Portfolio)
- Zimmer Biomet Surgeon “chat” Portal 2013-present
- Biomet Ziploop app and kiosk user interface
- “Compress Hip” interactive surgical DVD and interface
- DePuy Orthopedics digital marketing banners 2014
- PSA University of Saint Francis Chris Buck Frozen visit 2014
- Fort Wayne Recycling Pick-up app, design and user interface 2011
- Background designs and animations for fall play “Catch Me If You Can” 2013
- Ending video and projection for spring play “Mountain Top” 2014
- Background design and animations for spring play “Jesus Christ Super Star” 2015
- (Forthcoming) backgrounds and animation for fall play “Wizard of Oz” 2016
- Design and updates to “Fort Wayne Sports History” kiosks 2007-present
- Background Animations Supervisor and animator for “Newsies” for Civic Center 2018
- Organized and supervised animation and videos for Jesters (improve group for people with disabilities) performances 2017-2019