

Matthew Floyd

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Writer | Editor | Narrative Designer

Writer and editor with specialization in the interactive landscape, and extensive experience applying narrative design techniques to a variety of mediums (i.e., VR, mobile games, RPGs). Background includes working within collaborative, interdisciplinary teams on interactive design projects to combine creative solutions with innovative technologies, as well as experience on all levels of the media production process.

Skills

Teamwork | Interactive Storytelling | Visual Storytelling | Game Design | RPG Writing | Film Production | Microsoft Office | Unity 2020 | Adobe Premiere Pro | Adobe Photoshop | Adobe Illustrator | Adobe Audition | Logic Pro | Digital HD Cameras | Celtx Screenwriting

Professional Experience

Nickelodeon, New York, NY

2020-2023

Interactive Editor

- Contributed to over 20 projects in three years for Nickelodeon's Noggin team.
- Work-from-home until Spring 2022 and hybrid afterward, 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

- Part-time fully remote, worked on a 6-person writing team constructing a TV Bible as companion to IMU Studios' in-development multiplayer RPG game Thunder: Throne Wars.

Smithtown Central School District, NY

2019-2020

RPG Game Design Adaptation

- Was designing an RPG in-class game adaptation of the book *The Lightning Thief*, as part of the seventh grade English curriculum.
- Project put on hiatus because of the Covid-19 outbreak.

Self-Employed

Fall 2019

Narrative Story Editor

- Edited *The Resistance and Me*, published December 2019, for story continuity and content.

National High School Game Academy, Pittsburgh, PA

Summer 2018

Production Teaching Assistant

- Developed coursework and organized schedules for students alongside 11 other teaching assistants.

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 (Pitch 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 (Client: CMU 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 (Client: 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 of an interactive game.

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, and edited a 30-minute film as part of 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)

XR Alliance Competition, chosen as finalist for VR script "Don't Be Afraid" (2018)

Game Design at Carnegie Mellon University (2019), Pittsburgh, PA

RPG Writing at Carnegie Mellon University (2018), Pittsburgh, PA

Improvisational Acting at The Barrow Group (2017), New York, NY

Digital Photography I at PhotoUno (2017), New York, NY

Musician, The Blazing Beaver Ducks (2011-2014), <https://www.reverbNation.com/theblazingbeaverducks>