KELLY ZHANG

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EDUCATION

The University of Texas at Austin	Bachelor of Science, Arts and Entertainment Technologies Certificate: Computer Science, Texas Immersive Institute (TXI) Overall GPA: 3.95/4.0	August 2021 – May 2025

WORK EXPERIENCE

Subvrsive (A WPP Company) – *Creative Technologist & Project Manager;* Austin, TX   June 2024 – August 2024
- Led 5-person cross-functional team to create innovative AR experience, boosting client engagement and confidence
- Presented final AR project and recommendations to C-suite and 40+ employees, highlighting process improvements and learnings
- Programmed core functionality in 8th Wall with HTML, CSS, and JavaScript, optimizing 5 features and fixing a game-breaking bug
- Pivoted project scope successfully, conducting 3 playtests and iteration sprints to maintain stakeholder buy-in
- Extracted research and facilitated brainstorming sessions for pitching immersive experiences to clients

Eero (An Amazon Company) – *Sustainability Co-lead Consultant;* Austin, TX   December 2023 – April 2024
- Co-led 6-person team in developing sustainability go-to-market strategy, presented to C-suite leadership in 4 months
- Conducted competitive analysis of 10+ sustainability leaders, informing 4 key recommendations in 25-page strategic report
- Designed 3 iterations of eero product page wireframes; key feature approved for implementation by eero.com manager
- Assisted and evaluated 4 stakeholder interviews to align sustainability communication with client and customer needs
- Structured action plans and led weekly meetings, driving project momentum and team cohesion

TIME CO2 LLC (Time Magazine) – *Sustainability Lead Consultant;* Austin, TX   August 2023 – December 2023
- Directed 4-member team in media strategy development, targeting climate action in top 100 US and EU corporations
- Managed client communication and project operations, leveraging consultant and mentor support
- Analyzed 16+ media outlets and identified 5 key opportunity areas through the competitor and gap analysis
- Presented 4 strategic recommendations to C-suite, positioning TIME CO2 as leading platform for enterprise climate action

PROJECTS

Hurricane Landscape – *3D Environment Artist*   Fall 2024
- Hand-modeled a human-scaled, Hurricane Harvey-ridden 3D environment in 1 week, showcasing effects of climate change
- Utilized Gravity Sketch (VR), Maya, and GIMP to create optimized, game-ready assets with atmospheric effects and textures
- Integrated all elements in Unity, balancing visual fidelity with performance for a cohesive, resonating virtual landscape

The Deep End – VR *Developer & Designer*   Spring 2024
- Developed a VR restoration therapy simulation in 48 hours using Meta Horizon Worlds, addressing stress management for workers
- Managed team relations, co-designed user experience, and developed functionality guiding users through the pain and peace cycle

Social Butterfly Experiment – *Technical Artist*   Spring 2024
- Co-created a motion-capture immersive experience with 360-audio, raising awareness of monarch butterfly conservation, completed in 8 weeks with an interdisciplinary team
- Set-dressed a research-based environment, integrated QTM data into Unity, and implemented lighting, leading to a Best in Immersive Media award at a 100+ attendee showcase

EcoFly – *Texas Entrepreneurship Exchange for Energy (TEX-E) Bootcamp Competitor*   Fall 2023
- Pitched sustainable aviation biofuel startup EcoFly utilizing food waste and cooking oil to judges within 3 days as part of a 4-person team, highlighting value proposition of reducing emissions by 80% compared to traditional jet fuel
- Collaborated with diverse students and faculty from Texas universities and MIT, researching and creating pitch materials on EcoFly's solution, and ultimately learning climate tech solutions and entrepreneurship

ADDITIONAL INFORMATION

Skills: Digital Strategy, Brand Strategy, Consulting, User Experience Design, Project Management, Creative and Analytical Skills
Softwares: Google Suite, Adobe Creative Cloud, MS Office Suite, Asana, Jira, Unity, Unreal Engine 5, Figma, Maya, 3D Painter, Fusion 360, Meta Spark AR Studio, Lens Studio, Niantic 8th Wall, Python, C#, SQL, Unity Version Control, VS Code, GitHub
Interests: UN SDGs, Emerging Technologies, XR/AI, Dance, Impactful Storytelling, Escape Rooms, DEI, Baking, Art, Board Games
Honors: Glassell Advanced Portfolio Scholarship Recipient, University Honors, Presidential Scholarship Recipient