KELLY ZHANG

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EDUCATION

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

SKILLS / INTERESTS

Skills: AR/VR, Consulting, User Experience Design, Project Management, Creative and Analytical Skills, Technical Documentation
Software: Unity, Unreal Engine 5, Figma, Miro, Maya, 3D Painter, Fusion 360, Meta Spark AR Studio, Lens Studio, Niantic 8th Wall, Google Suite, Adobe Creative Cloud, MS Office Suite, Asana, Jira
Programming Languages: Python, C#, SQL, Processing (Java), Unity Version Control, VS Code, GitHub, Jupyter Notebook
Interests: Innovation, XR/AI, Dance, Impactful Storytelling, Escape Rooms, DEI, Baking, Art, UN SDGs, Emerging Technologies, Games

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, enhancing incoming client engagement and confidence
• Presented final AR product and recommendations to C-suite and 40+ employees, highlighting 2 successful pivots and key learnings
• Programmed core functionality in 8th Wall with HTML, CSS, and JavaScript, optimizing 5 features and fixing a game-breaking bug
• Co-conducted 3 playtests and iteration sprints, enhancing user experience and engaging stakeholders throughout project lifecycle
• Streamlined project workflow by transitioning from Monday.com to Jira, increasing team efficiency by 25%

Owlchemy Labs Inc. (A Google Company) – *Gameplay Engineer Intern;* Austin, TX June 2023 – August 2023
• Collaborated with a 3D artist to create a virtual reality creature companion in Unity using C# within 10 weeks
• Presented final immersive VR companion game to 60+ employees at Owlchemy Labs, garnering praise for its intuitive mechanics
• Programmed multiplayer-networked features, like physics-based reactions using Vector3 math, emphasizing audience-consequential interactions
• Rapidly iterated gameplay interactions through five playtests over eight weeks from stakeholder syncs, using agile development

PROJECTS

Hurricane Landscape – *3D Environment Artist* Fall 2024
• Hand-modeled a human-scaled, hurricane-ridden 3D environment in 1 week, drawing from Hurricane Harvey experience
• Utilized Gravity Sketch (VR), Maya, and GIMP to create optimized, game-ready assets with atmospheric effects and textures

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

Friend or Foe – *VR Developer & Designer* Spring 2023
• Developed a mystery virtual reality video game in Unity within seven weeks as part of a cross-functional team of four, where players are Dr. Frankenstein on a quest to bring their beloved monster to life
Programmed in C# to execute tasks such as triggering character animations, designed the environment by adapting 3D models in Blender and Maya, and onboarded players through simplified UI controls, increasing player satisfaction by 20%

LEADERSHIP EXPERIENCE / ACTIVITIES

Eero (An Amazon Company) – *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

Texas Immersive Institute (TXI) – *Experience Designer & Immersive Developer;* Austin, TX January 2023 – May 2024
• Co-designed and developed a cutting-edge location-based immersive experience in 15 weeks, collaborating with 30 students, leading to TXI's most technically advanced project to date
• Leveraged audience development, interactive storytelling, and immersive design techniques to create a compelling experience, drawing 270+ attendees across 13 shows