

Experiences

May 2023 - Present

AR Manager, Bare Tree Media (BTM)

- Directed and co-hosted Augmented Reality Networking Events at Extended Reality Expos and Conferences, such as AWE 2023.
- Lead spokesperson for AR during Meetups, Fireside chats and outreach content with brands like Meta and TikTok.
- Built client/partner comms. and grown relations with platform partners (TikTok & Snapchat), spearheading branded campaigns and co-hosting AR events to educate and influence AR Creators with each partner.
- Managed 7 people in agency, multiple outsourced AR Creators and the product cycle for clients like Snap, Macys, Amazon, TikTok.

Mar 2023

AR Product Manager, BTM

- Collaborated with engineering, design and sales to lead the Social & Web AR experiences for clients like ABC, Discovery+, Smurfs.
- Leveraged data to establish the production and brief for AR product, from ideation to product development and launch, releasing viral effects that have charted over 60-80 Million views on platforms like TikTok.

Dec 2021

AR Creator, BTM

- Designed/developed branded and custom AR Effects using TikTok Effect House, Snapchat Lens Studio and Meta Spark AR.

Mar - Oct 2020

Creative Technologist & Web Designer, Agency Perspective

- Integrating tech solutions into an otherwise *old-school* design firm to benefit the company's productivity levels. Introducing and teaching tools like Figma to raise efficiency during ideation/design, as well as support the growth of creative technology.
- Re-designed website to be more interactive and intuitive for all aged audiences, gaining x2 returned users on mobile in 1 month.

Sept - Dec 2020

Project Manager, Deloitte

- Lead and represented a cross-functional team of 21, for a SCAD sponsored *professional collaboration* with Deloitte Public Services to reimagine and improve talent acquisition process.
- Built low to hi-fidelity prototypes and presented to the Managers and Senior VPs of Deloitte's Government and Public Services.
- Kept seamless communication and tracked progress for UX Research, Design and Prototyping to create end-to-end job-application portals for the US federal government (TSA & Foreign Services).

June - Aug 2019

Art Director, Wunderman Thompson

- Art Director Intern and co-creative in ad campaigns for India-based clients like Tinder, Reebok, Times of India. Drove the launch of Nestle Milkybar TV campaign across India with the creative and marketing teams, gaining 10K+ views within the week of launch.

Education

2018-21

Savannah College of Art & Design (SCAD)

- Bachelor of Fine Art (BFA) in Advertising & Branding, Concentration in Creative Technology, Graduation May'21.
- Awards: Magna Cum Laude, GPA 3.8, Dean's List, Distinguished Scholars Awards (2019, 20, 21).

Toolkit

Skills + Certification

- Advertising & Branding, Filmmaking & Editing, Interaction Design, Photography, Creativity & Design, Public Speaking
- English, Hindi, French, Korean, HTML/CSS, Javascript, Lua, C#, C++, Python, Swift.
- Adobe Certified Associate, Graphic Design & Illustration (2020-23)
- Google UX Design Professional Certificate (course 3/7)
- Harvard CS50s Computer Science for Business Professionals - 2022

Hardware + Software

- AR / XR - ZapWorks, 8th Wall, Unity, Meta Spark AR, TikTok Effect House, Snap Lens Studio
- Design - Figma, Blender, Cinema 4D, Adobe CC: Illustrator, InDesign, Photoshop, After Effects, XD, Aero.