



OVERVIEW

Senior digital, integrated media, & engagement strategist/maker with over 16+ years building user experiences. Currently focusing on immersive, disruptive and exponential technologies, AR/VR/MR/XR as it relates to product development, gaming and future storytelling. Highly creative, innovative, business-savvy, big-picture thinker who leads clients into locating, designing, developing, and producing engaging content for impactful and personalized experiences. Interested in corporate digital transformation over the next decade, including: R&D, AI/ML, cloud, security, data, identity management, realtime integration, API architecture, crypto and project management workflow process. Selling vision from the cross-section of creative thinking and user engagement. Began career with Silicon Studios/SGL as a Vfx animator using Alias/Power Animator.

- Experience Design Strategy / UX
- Themed Entertainment Development
- Location Based Attractions
- Gaming / eSports
- AI & Machine Learning
- Immersive Environments
- AR/VR/MR/XR
- Data / Data Visualization
- Personalized Experiences
- Vfx / Holography
- Sensors and Wearables
- Assistive & Adaptive Technology Solutions
- Interactive Displays and Exhibits
- Social / Digital Marketing
- CRM / SEO / SEM / Analytics Data Visualization and Infographics
- Interaction Design and Integrated Media
- Web XR and Mobile

PROFESSIONAL EXPERIENCE

The Collaboratorium, Inc. (2005–PRESENT)

Created sole proprietorship to provide an independent consulting source

- Storytek - Tech Mentor, Content & Media - Tallinn, Estonia - 10 week Tech Accelerator
- Augsense - AR Company - Spatial mapping safe pathways for persons who are visually impaired
- Themed Entertainment / FEC's, Business Development – Zeitgeist Design + Production
- "VRaptitude," VR Platform, EdSim Challenge, US Department of Education, Product Design
- Building business models and helping teams implement VR/AR/Mixed Reality experiences
- Indie gaming project based in UK, Microsoft® and Lenovo®, Proposal and Design
- "Telepresence Operators," CHASE® Bank and Gensler Architects, Proposal
- "Freedom," CTIA and Gmm, Washington D.C., Producer Interactive Installation
- "The WIRED Home," by livinghomes®, LA, Production, Marketing
- Opportunity Green, LA, Business Development, Marketing, Advisory Board
- "NextFest," WIRED Magazine, LA, Marketing, Business Development

The National Constitution Center (2010–2014)

Vice President, Digital Innovation and Integration

- Created overall digital strategy for Center within \$14M operating budget
- Integrated an enterprise digital strategy including physical and virtual visitor experiences for the entire Center's mission; Main Museum, Town Hall Debate, Civic Education
- Senior Staff, Senior Management, and Business Development "Task Force" team, revising the Center's 5-year Strategic Plan and Board metrics for long-term success
- Designed, built, and launched new website, mobile, social campaign strategies, as well as two highly regarded interactive exhibits. Projects include; business and revenue analysis
- Re-strategized Center's overall IT systems, data publishing system, CRM infrastructure
- Made the Constitution "contemporary" and relevant to next generation
- Established relationship with disability community, including assistive and adaptive technology practices to personalize "We the People" experience
- Planned first "Digital Independence Mall Collective," 52 participating institutions

Walt Disney Parks and Resorts Online / Disneyworld.com (2002–2004)

Sr. Producer / Sr. Project Manager

- Overhauled the \$3M Disneyworld.com release – increased ticket sales by 20%
- Lead 25-member team in sync, including: Engineering, IA, Design, Content, Test/QA
- Invited to participate in re-architecting EPCOT with new technology

IBM – Centers For Innovation: Los Angeles (Global and Business Innovation Services) (1999–2002)

Sr. Creative Producer / Sr. Project Manager

- Provided first-time e-commerce web innovation for: Hilton, JDSUniphase, Mazda, American Express, Stan Lee Media and Boeing. Budget range from \$4M – \$40M
- Developed 3D real-time collaborative engineering, AI Avatar prototypes, Pervasive, WAP, and Ubiquitous computing projects including first e-chalkboard for laser design

DreamWorks Interactive (of DreamWorks SKG & Microsoft) (1996–1999)

Producer / International Localization / Sr. Producer, Development of New Content

- Managed 25 member team; including \$3M budget and 18-month development cycle for PSX, PS2, MAC ports and PC, NTSC, and PAL
- Generated game ideas for Steven Spielberg, Hasbro, Activision, EA and Microsoft
- Supervised European and Asian localizations and translations minimizing piracy deltas
- Presented, demo'd and attended: E3, ECTS, ACTIVATE, SIGGRAPH, and CGDC

Digital Planet [first network-based content development company] (1994–1996)

Web Design team for online marketing of feature films and new product pitches

- Created Design for: USPS, Allstate, Microsoft, Intel, WWF, MSNBC, Universal / MCA



Education

- Boston University, School of Visual Arts
Boston, Massachusetts, BFA (1991)
- University of California Los Angeles, UCLA
Los Angeles, California, Entertainment
New Media Program (1994)
- Silicon Studios, Los Angeles, California
SGI Animation (1996)

ENGAGEMENTS

- Speaker** - Chief Innovation Officer Summit - Speaker - San Francisco - "Our Future is Underrated Compared to Human Ingenuity" (2018)
- Speaker Series** - Storytek - Tallinn, Estonia - Weekly Speaker Series with invited guests from all over the globe (2018)
- Speaker** - Tallinn Music Week / Creative Impact Conference - Speaker - Tallinn, Estonia (2018)
- Moderator / Speaker** - Themed Entertainment Association (TEA) - "Future of Engagement and Storytelling" (2018)
- Course Speaker** - General Assembly - UX / UI, Gaming & Experience Design (2018)
- Panelist** - SpaceTech Summit - Draper U, "From Corporations to Citizens" (2018)
- Speaker** - Storytek - Tallinn, Estonia - Black Nights Film Festival PÖFF, Content Creators (2017)
- Panelist** - AI.LA - New Realities - Interactive Exploration of Art + Technology (2017)
- Event Speaker** - Product School - "Gaming, Storytelling and Experience Design" (2017)
- Keynote Speaker** - Treefort/Hackfort Music Fest, Boise, Idaho, "Creative Thinking and Immersive Environments; A Talk about Purpose and Joy" (2017)
- Speaker** - Product School®, Santa Monica, California, "A PM's Life in Experience Strategy" (2017)
- Speaker / Panelist** - Makers Conference, Assoc. for Learning Environments, Tempe, Arizona "Make>Play>Learn" (2016)
- Speaker** - Urban Land Institute, Entertainment Development Council, Fall NYC Conference "The Future of the Experience, 2.0" (2014)
- Speaker** - Urban Land Institute, Entertainment Development Council, Spring Vancouver Conference "The Future of the Experience, 1.0" (2014)
- Published Article** - IPM / InPark Magazine, "Big Data and Your Institution" (2014)
- Poptech.org** - Camden, Maine, Thought Leaders Conference (2013-PRESENT)
- Speaker / Panelist** - IAAPA Orlando, Florida, "Future Legends Within the Industry" (2013)
- Non-Profit Fellowship** - EYEO Festival, Minneapolis, Minnesota, (2013-PRESENT)
- Guest Blogger** - Disability.gov, "We the People, Means All the People" (2013)
- Creator, Moderator, Panelist** - Social Media Week, Chicago, Illinois, "Accessibility is Not a Four-Letter Word" (2011)
- Board Research Team** - FOG, Friends of the Gateway, San Francisco, California (2010)
- Ongoing Juror** - Arts & Sciences, Interactive Media Peer Group, the Emmy® Awards, hosted by Academy of Television (2010-PRESENT)
- Speaker Session** - O'Reilly's Etech '08, "Urban Media Project" (2008)
- Inviewed for book** - by author Pam Gilberd, What Wildly Successful Women Want You to Know (2007)
- Panelist** - Women in Animation {WIA} "Production Management in Animation" (2003)
- Panel Creator and Moderator** - Warner Brothers®, Broadband and Animation Seminar (2002)
- Panelist** - Los Angeles Annenberg Metropolitan Project {LAAMP}, "Technology across Curriculum" (2001)
- Lecturer** - Santa Monica College, School of Entertainment and Technology, "Women in Technology" (2000)
- Interviewed for book** - by authors John Gerland, Eva Sonesh-Kedar, Digital Babylon - How the Geeks Tried to Bring Hollywood to the Internet (1998)
- Speaker** - Activate '98, Ireland, Activision® PlayStation Development (1998)
- Demo Presenter** - Electronics Entertainment Expo {E3} . "Goosebumps," "The Neverhood," "T'ai Fu" (1996, 1998)