ZANE GIORDANO

www.zanegiordano.com | zanegiordano@gmail.com | +1 (512)-739-6359

EDUCATION

University of Texas - Austin   **August 2018 - May 2023**
B.S. - Arts and Entertainment Technologies
Immersive Experince Designer - The Texas Immersive Institute

PROFESSIONAL EXPERIENCE

The Texas Immersive Institute   **Austin, TX, USA**
Immersive Lab Manager   *March 2021 - May 2023*

- Managed and maintained diverse inventory of cutting-edge XR and AI technologies, ensuring they were available to community members to build immersive experiences.
- Designed and built AR & VR experiences that highlighted the technology available in the lab such as Snapchat Spectacles, Microsoft HoloLens, Meta Quest 2, and Niantic 8thWall WebAR.
- Organized and supported scientific faculty research that examines the physiological and emotional impacts of XR and Haptic technologies.
- Championed immersive technology by presenting to corporate sponsors, international delegations, and industry conferences about the impact and importance of spatial computing and generative AI.

Social Impact BuildFest   **Austin, TX, USA**
Founder + Lead Producer   *January 2022 - March 2023*

- Founded and produced two annual events which brought together 100+ non-technical individuals, empowering them to use immersive technology to create positive social impact.
- Curated and recruited a diverse group of social issue mentors, ensuring that projects were impactful and socially responsible.
- Coordinated with sponsors, Snapchat and Niantic, to ensure access to their cutting-edge XR platforms while securing a wide variety of corporate and university sponsorships equaling $10,000.
- Documented and organized event assets, allowing for the BuildFest to become a part of the University's annual programming.

TEDxUTAustin / TEDxYouth@Austin   **Austin, TX, USA**
Creative Director   *January 2014 - February 2021*

- Designed and produced 8 annual TEDx conferences, allowing the Austin community to engage with "Ideas Worth Spreading".
- Curated a cohesive creative vision, unique for each event, that unified the efforts of the entire production team.
- Collaborated with executive team members while leading a team of graphic designers, scenic designers, experience designers, and photographers/videographers to produce all creative assets needed for production.
- Ensured that all content for the event was aligned with the defined culture and brand guidelines of the greater TED organization.

D.I.V.E. Club   **Austin, TX, USA**
Founder + Vice President   *August 2021 - May 2023*

- Fostered a vibrant community of 50+ Creative Technologists, Futurists, and Experience Designers at UT Austin.
- Delivered weekly presentations highlighting the future of emerging technology in industry, emphasizing XR and Generative AI literacy.
- Organized hands-on workshops, empowering members to craft experiences leveraging XR and generative AI platforms.
- Facilitated open and thought-provoking discussions on the growing influence of emerging technologies on industry and society.

PROJECTS

ARRR.duino - AR Circuit Design Tool
Lead Designer

- Won the "Grand Prize" and "Best use of MRTK" awards while competing against 65 teams at MIT Reality Hack.
- Designed and prototyped a circuit design tool, built for the Microsoft HoloLens 2, that uses augmented reality to teach the basics of the Arduino Platform as well as electrical circuits more generally.
- Collaborated with a team of developers to create the experience while adhering to strict technical and timeline limitations.
- Created an engaging story world designed for our target audience ensuring the experience would be both educational and fun.

Roses of the Rubble -
Production Lead

- Designed and produced an immersive experience that combined live theater, escape room puzzles, and immersive technology.
- Shortlisted for the YUGO BAFTA Student Award in the "Immersive" category.
- Conceptualized and manufactured all digital and physical set pieces, transforming the venue into our fictional story world.
- Collaborated with other team leads to ensure the integration of ZEPTO's virtual world and the execution of two sold-out shows.

SKILLS & AWARDS

Skills: Prompt Engineering, Generative AI, Adobe Creative Suite, Figma, Jira, Agile, SCRUM, UI/UX Design, Brand Strategy, Presenting, Graphic Design, Marketing, Market Research, Product Design, Leadership, Community Building, Workshopping

Awards: Yugo BAFTA Shortlist Award - Immersive (*Roses of the Rubble*), MIT Reality Hack - Grand Prize (*ARRR.duino*)