



EDUCATION | Stanford University, B.S. in Mechanical Engineering: Product Design, 2011

3D ARTIST | [Marpi Studio](#) | 7/18 - present

We create immersive experiences that engage audiences with new ways to interact with art, tech, and each other.

- Large interactive art installations and events, exhibited internationally in museums, festivals, and public spaces.
- Platforms, Tools, Skills: Realtime 3D, interactive environments, UV textures, rigging, materials, and lighting using Blender, interactivity using Unity Game Engine, Leap Motion, Looking Glass, and Kinect.

FREELANCE DESIGN, ART & CREATIVE DIRECTION | 5/15 - present

Creative services for corporate clients and design studios.

- **Recent Projects:** Drone show design for [Coachella](#) and [The Royal Coronation](#), designing [tech infused real-life mini-golf](#), content for a [massive cruise ship screen](#), design systems and concept development for [MSG Sphere](#).
- Art direction for products, brands, experiences, shows, immersive installations, and AR / VR / XR.
- UI/UX, design strategy, user journeys, storyboarding, prototyping, pitch decks, creative & technical copywriting.
- 3D modeling, animation, characters, environments, texturing, materials, real-time rendering, photoreal rendering.
- Generative/procedural design, data visualization, lighting design, ambient content, visual storytelling
- Experience leading design and engineering teams, building conceptual frameworks, and providing art direction.

CREATIVE DIRECTOR | [Intel Drone Light Shows](#) (now [Nova Sky Stories](#)) | 2/21 - 9/22

Led creative direction and development for large-scale drone light shows, deploying up to 2,000 drones equipped with brilliant LEDs to create 3D volumetric displays in the sky, enabling a unique new medium of storytelling that can reach live audiences sometimes numbering in the 100,000s.

- **Key Responsibilities:** Engaged with prospective customers • Led the creative development process with clients to formulate a vision for the show • Clarified complex design constraints for laypeople, managed expectations from multiple stakeholders with contrasting priorities, and adhered to strict brand guidelines • Created high-quality mockups and crafted persuasive narratives for high profile shows with budgets in the multi-millions.
- **Show Creation:** Complex workflow with many technical constraints • 3D modeling and animations operating within strict safety standards • Designed lighting with audio sync to create high impact moments • Provided art and technical direction to contract artists and animators • Deployed in-house software to validate drone safety.
- **Tools:** Blender, 3dsMax, Adobe Medium (VR sculpting), Adobe CC, internal show editing and simulation tools.

[Intel Incubator Program](#) | 2022 Cohort

Developed product strategy for a new type of volumetric video capture, successfully securing investment from Intel.

- **User Research Lead:** wrote interview scripts/storyboards, conducted consumer interviews, synthesized insights to develop value proposition to inform the go-to-market strategy for next-gen immersive media capture technology.

EXPERIENCE DESIGNER | [Obscura Digital](#) / [The Madison Square Garden Company](#) | 6/18 - 6/20

Developed immersive experiential concepts for corporate clients and [MSG Sphere](#).

- Physical installation design and digital content strategy and concept art (e.g. [AT&T Discovery District](#)).
- Created immersive content for spherical displays and employed VR / XR tools for content review and creation.
- Directed design tools for both real-time and pre-rendered graphics tools to create 360 content for MSG Sphere.
- Established technical guidelines/best practices for spherical media, making complex information more accessible.
- Sketches, wireframes, mocks, high-quality renders/animations for production, marketing materials, presentations.

TOOLS + SKILLS | Blender 3D, Adobe CC (PS, AE, AI, ID), Adobe Medium, Unity, C#, VR Development, Rhino, Game Design, Design Thinking, Technical Writing, Creative Copywriting, User Interviews, Decks, Auto 1111 / AI tools