

ZANE GIORDANO

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EDUCATION

University of Texas - Austin

B.S - Arts and Entertainment Technologies
Explorer - The Texas Immersive Institute

August 2018 - May 2023

PROFESSIONAL EXPERIENCE

The Texas Immersive Institute

Immersive Lab Manager

Austin, TX, USA

March 2021 - May 2023

- Managed and maintained diverse inventory of cutting-edge XR 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.

Social Impact BuildFest

Founder + Lead Producer

Austin, TX, USA

January 2022 - March 2023

- Founded and produced two annual events which brought together 100+ non-technical individuals and empowered 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 equalling \$10,000.
- Documented and organized event assets, allowing for the BuildFest to become a part of the University's annual programming.

ARRR.duino - AR Circuit Design Tool

Lead Designer

Boston, MA, USA

March 2022 - March 2022

- 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.

The Foundry Makerspace

Makerspace Technician

Austin, TX, USA

September 2021 - February 2022

- Taught workshops on how to safely and effectively use a variety of fabrication tools including 3D printers, laser cutters, sewing machines, CNC mills, and a recording studio.
- Provided design input and technical support to students working on projects in the makerspace.
- Repaired broken machines and performed regular maintenance on all tools.
- Built personal projects that highlighted the Makerspace's fabrication capabilities to students and faculty.

TEDxUTAustin / TEDxYouth@Austin

Creative Director

Austin, TX, USA

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.

Double A Labs

Augmented Reality Developer

Austin, TX, USA

May 2019 - August 2019

- Collaborated with a team of developers to design and build a mobile Augmented Reality application to visualize the effects of various eye diseases.
- Assisted event producers as they coordinated with clients to create immersive brand activations.
- Researched industry competitors to help orient company-wide strategy and future projects.
- Worked on-site during live events produced for clients.

Hookbang

Augmented Reality QA Tester

Austin, TX, USA

May 2019 - August 2019

- Used Jira to systematically find and document bugs in the "Friends 25" AR Application.
- Documented creative strategy during calls with Warner Brothers and Apple.
- Participated in daily stand-up meetings with the entire development team.
- Assisted developers as they integrated new ARKit features.

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*)