

Immersive experience and themed entertainment producer focused on emerging technology and innovative storytelling. Multi-disciplinary leader with the vision to align creative initiatives with strategic objectives. Leverages strong executive management experience to deliver smart, dynamic projects.

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### VISION

Concept Development  
Pitches & Presentations  
Strategic Project Planning

### ANALYSIS

Intelligent, Focused Research  
Technology Review / Evaluation  
Project Scope Development

### EXECUTION

Creative Problem Solving  
Cross-Functional Leadership  
Operational / Financial Executive Management

### FOCUS

Themed Entertainment  
Emerging Technology  
Immersive Experiences

## EXPERIENCE

THINKWELL GROUP, Remote

November 2023 – Present

Senior Producer

- Concept development for overseas themed entertainment project (NDA)

LEFT FIELD LABS, Remote

July 2021 – December 2023

Executive/Senior Producer

- Produced novel prototype interactions and game loops for high-profile VR fitness title (NDA)
- Produced WebGL metaverse applications that allow audiences to view a variety of events in a 3D immersive, online social experience
- Led developer/creative teams using agile sprints to meet development/release milestones against aggressive schedule
- Oversaw 3D/creative team and pipeline to deliver assets to support media deliverables
- Led discovery phase for technology strategy and implementation for interactive program of a traveling exhibit based on global IP
- Collaborated with creative team to align findings with client/IP requirements
- Defined scope and created production plan for location-based AR experience

WAX HOUSE VR

2021-2022

Creator/Executive Producer (pro bono)

- Wrote script and GDD for 8-hour VR adventure game
- Produced and directed playable vertical slice
- Generated pitch materials and production plan for potential publishers/investors
- Sourced and vetted game studio partners

THE HETTEMA GROUP, Pasadena, CA

2014 – 2020

Producer/Director of Interactives

- Led and collaborated with creative directors, architects, designers, engineers, and writers
- Concept development for themed entertainment projects and interactive experiences: developed narratives and presentations; led charettes; directed storyboards and key art

- Liaised with IP stakeholders to ensure brand integrity
- Produced phased design packages: parks, cultural attractions, public spaces, retail, dining, and entertainment venues
- Prepared and led client presentations and business development pitches
- Produced VR demos of experiential concepts
- R&D/client consulting on emerging technologies: VR, AR, mobile, wearables, sensors
- Developed technology demos, prototypes, whitepapers, and productivity tools
- Developed and managed project scope, budget, and schedule

*Representative Clients:* Walt Disney Imagineering, Universal Creative, DreamWorks Animation, Lionsgate

#### Sample Projects:

- Immersive preview center featuring complex projection mapping for IP-based theme park
- Park-wide interactive overlay; mobile apps, wearable tech, queue entertainment, adventure games, and interactive photo ops for IP-based theme park
- Land-wide adventure game inspired by legends and folklore; custom wearable devices for cultural theme park
- Free-roaming, multiplayer VR adventure inspired by mythology

BLACK LETTER DISCOVERY, INC., San Francisco, CA

2003 – 2012

Founder, COO/CFO

- Developed & scaled core policies and procedures for Operations, Finance, HR, and IT from startup through multiple consecutive years of revenue growth
- Expanded from a single office to nationwide facilities
- Managed P&L resulting in material increases in Gross Profit and EBITDA
- Developed proprietary workflow management software
- Led the company through acquisition by private equity five years after inception

ZOOMEDIA, INC., San Francisco, CA

1997 – 2004

CTO, promoted from Director of Research

- Led strategic consulting, engineering, IT, project management, and R&D initiatives
- Oversaw product development including content management and web analytics software
- Implemented technology strategy, including selection and deployment of new technologies, tools, and processes for service implementation
- Managed relationships with clients, vendors, consultants, and technology partners
- Implemented internal technology education & training initiatives

## TECHNOLOGY/SKILLS

VR, AR, XR, Unity, C#, Python, AI, Office, Keynote, Jira, Asana, Photoshop, After Effects

PHP, MySQL, JavaScript, HTML 5, CSS, Arduino, Raspberry Pi

## EDUCATION

B.A., Cinema - Television: Production, cum laude, University of Southern California, Los Angeles, CA

Creative Writing, New York University, New York, NY

Visual Arts, Interior Design and Interior Architecture, UC Berkeley Extension, San Francisco, CA

## **INTERESTS**

Getting lost while traveling, epic narratives, homebrewing, time travel, theme parks, psychedelia, shoegaze, ergodic literature, classic adventure games, mixology, thought experiments, immersive theatre, horror films, postmodern cinema, coffee bean roasting, manifestos, codes, puzzles, the magic of the everyday.