



+31 (0)6 41 351 767
sheaeltmore@gmail.com
Amsterdam, NL
linkedin.com/in/sheaeltmore

UX Design
Interactive Performance
Production

SUMMARY

I believe people have the greatest capacity for impact when they feel heard and are given agency over their choices. As a designer and creator, I aim to engage and empower people, to surprise and inspire them. They end up doing just the same for me.



SE PRODUCTIONS

UX Designer | Interactive Performance Designer and Trainer | Producer
Apr 2017 – Present | Amsterdam

I spent a decade creating cutting-edge theatre and entertainment in New York City. I then moved to Amsterdam and established myself creating and producing for true innovators. Now, I follow my calling into UX Design.

UX Designer | sheaeltmore.com

UX Design builds upon those strengths and lessons I have cultivated as a producer and artist, giving me another means of engaging and empowering users.

- As UX Design Consultant for Launch Control, I helped optimize the online platform for new markets and expanded growth. From heuristics evaluations and research to ideations and prototyping, the platform made great strides in usability and enjoyability. (March – May 2021)
- As sole UX Designer for *Badass Tours*' self-guided tour app, I am taking the project from end to end, from initial client briefing through delivery and updates. We aim to launch in 2022, highlighting inclusive stories in Amsterdam.
- *Tesla's Mindscape* will be an interactive VR installation. Currently raising funds, the artist has engaged me as UX Designer and Interactive Consultant.

Interactive Performance Designer & Trainer

I specialize in a style of interactive performance that reminds adults of the power of play, engaging and empowering them to play to the hilt. I have found several opportunities to incorporate this work for a range of projects and roles.

- I am the International Producer and a performer for Smartphone Orchestra's *The Social Sorting Experiment*.
- I created MEZRAB's *Ready, Set, Play!*, bringing interactive performance experiments to Amsterdam.
- I created a workshop for asylum-seekers in which they made their own VR films as a means of empowerment.
- I have led over 30 interactive trainings, including "How to Read People" & "How to Disarm Sexism in Tech".
- I was Producer and Consultant for Orion Maxted's *[THE BRAIN]*, performed at Frascati, IDFA, Paradiso, and THNK.
- I was Interactive Consultant & Performer for Implicit-Explicit's 2017 *Software Circus* conference.

Producer | seproductions.nl

My projects as a producer span a wide breadth of industries. I am proud to have brought to each team a source of strength and focus, a new perspective, and a positive mindset to help see the project through.

- VR Days Europe 2017 – 2020, the Netherlands' leading event on VR & XR
- Lloyd's of London VR Experience
- XRBase's 4th Investor Event, conducted entirely in a VR environment
- Mister Lee's animated & live-action video campaigns for Solidaridad & Greens/EFA
- Vesna Petresin's *Sonofusion* at Effekte 2019 (Karlsruhe, DE)
- Artistic Advisor for Orange Theatre Company
- Orange Theatre Company's *Everything (Planet Everything) & Red*
- People Entertainment Group's *Tell Me On a Sunday*

EMPLOYMENT HISTORY



BLUE MAN GROUP

Creative Producer | Legal Coordinator
Aug 2006 – Mar 2017 | New York, NY | blueman.com

I performed two concurrent jobs for the world-renowned show that featured three bald-and-blue characters bringing joy and wonder to audiences. Additionally, I promoted lasting change via forthright conversations with the stakeholders.

Creative Producer

- I managed the team of 20 that created all elements for theatrical shows, events, social media content, and marketing campaigns. I provided space for various creative styles and processes, and I learned how to set strategies on concurrent projects, satisfying the creative team's quality standards and the producing team's deadlines and budgets.
- I led creative development for 2016's *Blue Man Group World Tour*, where I learned to navigate large-scale end-to-end development on a show that maintained both the artists' intent as well as cultural translations around the world.
- I managed content updates to multiple productions, directly leading to increased ticket sales. I implemented new content into existing models and worked with remote teams to ensure smooth integration.

Legal Coordinator

- I was the primary liaison between the general counsel and third-party consultants, clients, partners, and litigators. In addition to understanding the importance of confidentiality and diplomatic language, I learned the value of judicious and carefully planned decisions as well as preparing for future potentialities.
- During the legal audit and compliance of the M&A process, my due diligence and attention to detail helped lead to the company's sale to Cirque du Soleil.
- I managed intellectual property agreements, where I learned the nuances of both national and international copyright and protection law and the power and value of IP.



PLAYING WITH REALITY

Founder | Executive Director | Interactive Performer and Trainer

Apr 2010 – Nov 2015 | New York, NY

I founded PwR with the belief that a new form of interactive theatre could exist in the world's most saturated market. We grew to a twenty-person ensemble with over thirty-five performances each year.

- I learned about the power of an idea and how to make it real. I learned about inspiring others to venture with me into the unknown and discover new opportunities. I learned about persistence in the face of difficulty and fear. I learned about humility and finding lessons in what seem to be failures. I learned about what it means to be a leader.
- Highlights include: a Lincoln Center residency; sold out international shows; presenters at 2015's FoST conference

THE RED CHAIR PROJECT

Web Coordinator

Jun 2005 – Jan 2006

orlandoatplay.com

MAD COW THEATRE

Marketing Coordinator

Jan 2006 – Jun 2006

madcowtheatre.com

UNITED ARTS OF CENTRAL FLORIDA

Communications Coordinator

Jan 2006 – Jun 2006

unitedarts.cc

EDUCATION



GROWTH TRIBE ACADEMY

Cross-Functional UX Design

12-week Intensive



UNIVERSITY OF CENTRAL FLORIDA

Bachelor of Arts, Theatre Studies

Minor, Writing

SKILLSET

UX DESIGN STRENGTHS

- User Research
- Strategy
- Ideation
- Wireframing
- User Interface
- Prototyping
- Stakeholder Management
- Leadership

LANGUAGES

- English, native
- Dutch, intermediate

TECHNOLOGY

- Adobe Ai, Pr, Ps
- Entry-level Python
- Entry-level Web (HTML, CSS, JS, CMS, SEO)
- Other Favorites: Figma, Miro, Notion, Trello

ALSO

- Indoor Rock Climbing
- Jeet Kune Do
- Kickboxing
- Gothic Calligraphy
- NY Blood Center's The Gallon Club member
- Gordon Ramsay's scrambled eggs