

Summary

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 & 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. I now follow my calling into user experience design.



UX Designer | sheaeltmore.com

From intuitive UI to features that surprise and delight, well-designed experiences engage users and improve your bottom line.

Mixed Media Projects

Researcher: *Virtual Experience Interaction Lab*

VR Design Pattern Study | June 2021 – Present

- 72 VR titles under review
- Investigating interaction design patterns
- Documenting accessibility and inclusivity

Designer: *A City Eating Itself*, by *Affect Lab*

Immersive Walk | 2022 - 2023

- A look at Q-commerce, flash delivery and dark stores
- 10-minute neighborhood audio experience
- 2023 premier

Designer: *Truth Analytics*, by *Smartphone Orchestra*

Interactive Performance | Spring, 2022

- Part of *The Circle of Truth*, by Open the Door
- 320 guests allowed per show
- 41 pulsating circles
- 39 phone interactions
- 3 group chants

Consultant: *Symbiosis*, by Polymorf

VR Installation | Fall, 2021

- IDFA Special Jury Award for Creative Technology
- 250+ performances
- 750+ guests, aged 10 – 80+
- 30 air compressors
- 3 custom soft-robotic suits

Mobile & Web Projects

Designer: *Badass Tours*

Self-guided Tour App | 2020 – Present

- Shedding light on Amsterdam's hidden history
- 8 planned routes
- 12 – 15 sites per route
- 4 historical threads: BIPOC, Jewish, LGBT+, Women
- 2023 launch

Consultant: *Launch Control*

Web SaaS for Real Estate Investors | Spring 2021

- Optimizations for new markets and expanded growth
- Heuristics evaluations, desk research, and interviews
- Collaborated with back-end and front-end developers on logistics and layout
- Ideated and prototyped new designs

Designer: *Love Your Rebellion*

Not-for-Profit Website | Spring 2021 – Present

- Optimizations for improved usability
- Heuristics & accessibility evaluations
- WordPress & CMS maintenance and updates
- Establishing processes and organizing archives

Interactive Performance Designer & Trainer

My style of interactive performance that reminds adults of the power of play.

- Producer & Presenter: *The Social Sorting Experiment*, by The Smartphone Orchestra (NL, SA, SG, UK, USA)
- Creator, Curator & Presenter: *Ready, Set, Play!* at MEZRAB, three nights of interactive experiments in Amsterdam
- Creator & Producer: VR workshop for asylum-seekers, empowering them to tell their stories in 360°
- Producer & Consultant: *[THE BRAIN]*, by Orion Maxted, the audience becomes Artificial Artificial Intelligence (AAI)
- Consultant & Performer: 2017 Software Circus tech conference, by Implicit-Explicit
- Trainer: Interactive performance workshops for the arts and corporate soft skills development

Producer | seproductions.nl

I bring to each project a sense of clarity and focus, a new perspective, and a positive mindset to help see the team through.

- *VR Days Europe* 2017 – 2020, the Netherlands' leading event in XR
- *XRBase's 4th Investor Event*, hosted entirely in the VR platform ENGAGE, with HTC Vive & Laval Virtual
- Lloyd's of London 360° VR Experience, by WildVreemd & Jaunt VR
- *Sonofusion* mixed media live performance, by Vesna Petresin, at Effekte 2019 (Karlsruhe, DE)
- Solidaridad & Greens/EFA animated & live-action video campaigns, by Mister Lee (now douwe.works)
- Artistic Advisor for *Orange Theatre Company*, 2018 - 2022
- *Tell Me on a Sunday*, by *People Entertainment Group*

Blue Man Group

Creative Producer | **Legal Coordinator**

Aug 2006 – Mar 2017 | New York, NY | blueman.com

I held two concurrent roles for the world-renowned show featuring three blue characters spreading joy and wonder.



Creative Producer

- 20+ team members creating theatre, music, events, social media, and marketing
- Strategized concurrent projects without sacrificing quality, deadlines or budgets
- Worldwide content updates and cultural translations

Legal Coordinator

- Contract reviews
- M&A audit and compliance
- IP, trademark and copyright protection compliance

Playing with Reality

Founder | **Executive Director** | **Interactive Performer & Trainer**

Apr 2010 – Nov 2015 | New York, NY

I created a thriving and thrilling interactive theatre company in the world's most saturated market.

- 20 ensemble members
- 35+ yearly performances
- 100's of daring audience participants
- 4 residencies, including *Lincoln Center*
- Invited presenters at *Future of Storytelling 2015*
- Sold-out international shows



Education

Growth Tribe Academy
Cross-Functional UX Design
12-week Intensive



University of Central Florida
Bachelor of Arts, Theatre Studies
Minor, Writing



Skill Set

UX Design Strengths

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

Platforms | Tech

- XR & 3D: Unity, ShapesXR, Blender
- Prototyping: Figma, Adobe Xd, Miro
- Adobe: Ai, Au, Pr, Ps, Xd
- Entry-level Python
- Entry-level Web (HTML, CSS, JS, CMS, SEO)

Languages

- English, native
- Dutch, intermediate

Also

- Indoor Rock Climbing
- Gothic Calligraphy
- Gordon Ramsay's scrambled eggs