

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

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 focus on UX design, putting the user first.



UX Designer | shealmore.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

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

Interactive Performance | Spring, 2022

- Part of *The Circle of Truth*, by Open the Door

Consultant: *Symbiosis*, by Polymorf

VR Installation | Fall, 2021

- IDFA Special Jury Award for Creative Technology

Mobile & Web Projects

Designer: *Badass Tours*

Self-guided Tour App | 2020 – Present

- Shedding light on Amsterdam's hidden history

Designer: *Love Your Rebellion*

Not-for-Profit Website | Spring 2021 – Present

- Empowering southwest Florida's marginalized communities through the arts.

Consultant: *Launch Control*

Web SaaS for Real Estate Investors | Spring 2021

- CRM focused on mobile communications

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 (DE, NL, SA, SG, UK, USA)
- Creator, Curator, Presenter: *Ready, Set, Play!* at MEZRAB, 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 is Artificial Intelligence (AI)
- 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 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

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



I utilized UX design to create content for the world-renowned show featuring three bald and blue characters.

- Led ideation and iteration sessions
- Developed new content from concept, through low-impact prototypes, to final delivery
- Incorporated stakeholders in the decision-making process
- Ran content user tests
- Managed worldwide content updates and cultural translations
- Navigated large team dynamics and reframed projects depending on the team

Playing with Reality

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

Apr 2010 – Nov 2015 | New York, NY



User experience was at the heart of this thriving and thrilling interactive theatre company.

- From user surveys to onstage user interviews, the experience of the participants and the audience came first.
- Live rapid-prototyping with users allowed us to validate what worked and modify what didn’t.
- Strategic planning, including future planning, branding and organization development, furthered our growth.
- I led internal and client-based workshops, utilizing our style of performance, which has continued to this day.
- We held 4 residencies, including *Lincoln Center*, and were invited presenters at *Future of Storytelling 2015*.

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

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

Languages

- English, native
- Dutch, intermediate

Also

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