

Zane Giordano

Experience Designer | Technology Strategist

I have a true passion for Technology, Design, and the magic that comes from combining the two.

EXPERIENCE

Texas Immersive Institute

Sep 2021 to Present

Immersive Lab Manager

- Manage, share, educate, and demo the practice of immersive through a diverse inventory of cutting edge XR technologies for greater Austin community.
- Host "Monthly Meetups" that serves as a hub for the Austin community to discuss how immersive is a revolutionizing specific industries
- Communicate and support scientific faculty research that examines the impact XR tech and Immersive practices can have on a population's engagement and quality of life.
- Produce a bi-annual weekend-long "Social Impact Build Fest" that provides access to XR tech as a tool for all UT students to create experiences that address a wide range of social issues.

MIT Reality Hack - Grand Prize Winner + "Best use of MRTK"

Mar 2022 to Mar 2022

ARRR.duino - AR Circuit Design Tool

- Designed and prototyped a circuit design tool that incorporates augmented reality for teaching the basics of electrical circuits and the Arduino Platform for the Microsoft Hololens 2 Headset.
- Served as Creative Director/UX designer
- Competed against 65+ teams and won the Grand Prize

The University of Texas at Austin

Sep 2021 to Feb 2022

Makerspace Technician - The Foundry Makerspace

- 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
- Performed repairs when the machines broke down
- Built projects that highlighted the Makerspace's fabrication capabilities.

TEDxUTAustin

Aug 2019 to Feb 2021

Creative Director

- Collaborated with other executive team members while leading a small team of designers to produce all creative assets.
- Curated a cohesive creative vision that unified the efforts of the entire student production team.
- Ensured that content for the event was aligned with the defined culture and brand guidelines of the greater TED organization.
- Transitioned a planned in-person event into a virtual event due to the Covid-19 pandemic

HookBang

May 2019 to Sep 2019

Augmented Reality QA Tester

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

Double A Labs

May 2019 to Aug 2019

Augmented Reality Development Intern

- 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

EDUCATION

The University of Texas at Austin

2018 to Present

B.S. in Arts and Entertainment Technology + The Texas Immersive Institute