

Zachary Harper

Creative | Experience Designer | Product Manager

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EDUCATION

The University of Texas at Austin, MA in Advertising, Minor in Information Studies and Immersive Experience Design

2021 - PRESENT | Anticipated Graduation: May 2023

Relevant Coursework: Design Thinking, Product & Project Management, Audience Development & Engagement, Quantitative and Qualitative Research

The University of New Mexico, BBA in Marketing and MIS

2017 - 2020 | GPA: 3.94 | Summa Cum Laude

Relevant Coursework: Consumer Behavior, Business Application Programming, Data Management, Information Analysis, Marketing Strategy

EXPERIENCE & PROJECTS

Owner Insite, Austin, TX — Product Manager Intern & Marketer

JANUARY 2022 - PRESENT

- Supporting leadership for outsourced development team, UX/UI team, and overseeing product roadmaps, new feature designs and sprints. Led a website design project, designed the prototype, hired and managed a developer. Driving marketing strategy and creative direction.

Camp Cura Project (In Progress), Austin, TX — Experience Designer

- Collaborating with the Texas Immersive Institute and UT School of Nursing to develop an AI-based virtual peer asthma self-management mobile app. Helping lead efforts for experience design flows, interaction design, narrative development, and leading GPT-3 AI conversation modeling.

Dell Client Project, Austin, TX — Interaction Design Lead

OCTOBER 2022 - DECEMBER 2022

- Designed an in-person and virtual experience with UT for Dell Technologies conference. Lead experience flow, interaction mapping, and collaborated on mobile app prototype design. Developed an AR prototype in 2 weeks.

Acura ILX Marketing Challenge, Albuquerque, NM — Creative Strategist

JANUARY 2019 - MAY 2019

- Worked as a strategist and creative for a cross functional team to create and execute an integrated marketing campaign for Acura's ILX car model. Garnered a million gross impressions on a limited \$2,000 budget, generated added value of over \$5,000, a 600% increase in awareness, and a 550% increase in purchase consideration among the target market.

SKILLS

UX/UI Design
User Research
Prototyping
Creative Direction
Communication
Leadership
Project Management
JavaScript + SQL (some)
Microsoft Excel + XLSTAT
Adobe CC Suite
Figma

AWARDS & DISTINGUISHMENTS

Vice President, UT Advertising Graduate Council

Experience Design Fellow 2022/23, Texas Immersive Institute

Figma Essential Training: The Basics, LinkedIn

Information Security for Everyone Certification, Texas A&M - TEEEX

Pack Leader Scholar, UNM Center for Sales and Business Development

Amazon Advertising Foundations Certification

Silver ADDY Award, American Ad Federation