

Kelly Zhang

VR/AR/XR/Game Designer & Developer

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EDUCATION

The University of Texas at Austin

Austin, TX | Aug. 2021 - May 2024

B. S. Arts and Entertainment Technologies - University Honors
Elements of Computing Certificate

PROJECTS

Ready Player One Lens - AR Developer & Designer (lens.snapchat.com/eecb765eab3d4676bfba0a10037f026f)

- Developed an AR Snapchat Lens using JavaScript, 3D models, audio clips, and animations within Lens Studio, Mixamo, and Blender, thus producing an immersive and interactive movie advertisement that garners consumers

Fortune Teller Store - AR Developer & Designer (m99e1e.csb.app/)

- Programmed in HTML, CSS, and Javascript to produce an interactive and cross-platform webAR app containing 3D e-commerce products that can be projected into real space using augmented reality

traveleasy - Backend Developer

- Collaborated with six teammates ranging from designer to product manager to create traveleasy, a website that generates travel itineraries for users based on their preferences
- Developed the backend of our web app using Python Flask and MySQL, giving the product querying, filtering, and scheduling functionalities

Mulan Arduino Storytelling - Arduino Developer (artstation.com/artwork/eJeQBj)

- Coded in C++ to implement functionalities, wired devices such as a piezo buzzer to produce alarm sounds and used playtesters' feedback to design clearer affordances in order to recreate the scene of Mulan and the Matchmaker within a physical game

RELEVANT COURSEWORK

Game Art Pipeline - *Unity, Unreal*

Austin, TX | Aug. 2022 - Dec. 2022

- Programmed in C# for Unity and built blueprints for Unreal to develop games and environments
- Manipulated and created content for games, while also implementing physics, animations, 2D and 3D graphics, audio, and interactive components such as collision events and player movement

Elements of Software Design - *Python*

Austin, TX | Jan. 2022 - May 2022

- Solved problems like the Tower of Hanoi by implementing appropriate data structures ranging from queues to trees and using principles such as object-oriented programming and dynamic programming
- Coordinated with a partner to design efficient and optimized algorithms that pass edge cases, performance requirements, and memory usage limits by writing own test cases

3D Modeling & Texturing - *Maya, Substance Painter, Fusion 360*

Austin, TX | Aug. 2022 - Dec. 2022

- Modeled clean game-ready assets such as weaponry in Maya and Fusion 360
- Retopologized high-poly mesh to reduce polygon count while maintaining a high-quality appearance, unwrapped UVs while keeping in mind texel density, and textured using Substance Painter

SKILLS

- Creative Software:** Autodesk Maya, Substance 3D Painter, Fusion 360
- Technical Software:** Unity, Unreal, Meta Spark Studio, Lens Studio, Visual Studio Code
- Programming:** Python, C#, C++, Processing, HTML, CSS
- Languages:** Chinese, English
- Adobe Certified Associate:** Photoshop, Illustrator

WORK EXPERIENCE

LBJ School of Public Affairs - *Senior Student Technician*

Austin, TX | Feb. 2022 - Sep. 2022

- Resolved 10+ tickets for clients monthly by systematically troubleshooting hardware and software issues which entailed running diagnostics, updating drivers, or understanding user needs