

# Kelly Zhang

VR/AR/XR/Game Designer & Developer

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## EDUCATION

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### 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

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### Ready Player One Lens - AR Developer & Designer ([lens.snapchat.com/eecb765eab3d4676bfba0a10037f026f](https://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/](https://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](http://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

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### 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

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- 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

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### 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