

Zachary Harper

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EDUCATION

The University of Texas at Austin

2021 - 2023

MA in Advertising (GPA: 3.86)

- Minor in Immersive Experience Design and Information Studies
- “The In Between” Capstone Experience Shortlisted at the 2023 Yugo BAFTA Student Awards in immersive category

The University of New Mexico

2017 - 2020

BBA in Marketing and Management Information Systems (GPA: 3.94)

- 1st Place Advertising Campaign in Acura National Marketing Competition

EXPERIENCE

Owner Insite, LLC

Austin, TX

Product Manager

JAN 2022 – PRESENT

- Supporting leadership with outsourced development team & UX/UI Designers, creating product roadmaps and determining product requirements/new feature designs, helping lead sprint meetings.
- Leading marketing strategy, campaigns, and ensuring brand consistency with creative design.
- Led a website design project, designed the UI for a prototype, and managed timeline and budget for developer.

Texas Immersive Institute - *Camp Cura Project*

Austin, TX

Experience Designer & AI Prompt Engineer

MAY 2022 – APR 2023

- Collaborated on experience flow mapping and UI design assets, and led narrative design and writing.
- Led GPT-3 AI conversation modeling and documentation, and developed character states in Unity.

Texas Immersive Institute - *Dell Technologies Project*

Austin, TX

Interaction Design Lead

OCT 2022 – DEC 2022

- Designed in-person and digital experience for Dell Technologies World Conference.
- Led experience and interaction mapping, narrative design, and collaborated on Figma mobile app prototype.
- Developed an AR experience prototype in 2 weeks using 8thWall AR.

Texas Immersive Institute - *Wizarding World Wand Project*

Austin, TX

Research Lead & UX Designer

JAN 2022 – MAY 2022

- Managed team of 3 students, tracked task progress, coordinated 10 user interviews, and created app prototype.
- Synthesized audience insights and personas from interviews, netnography, and qualitative research efforts.

Acura ILX Marketing Challenge

Austin, TX

Creative Strategist

JAN 2019 – MAY 2019

- Created video and design assets, assisted with campaign strategy, and delivered final presentation. Integrated marketing campaign for Acura’s ILX model garnered 1 million gross impressions on a \$2,000 budget, generated added value of over \$5,000, a 600% increase in awareness and 550% increase in purchase consideration.

SKILLS

Figma, Adobe Photoshop, After Effects InDesign, Premiere, Google Drive, Final Cut Pro X, Davinci Resolve, JavaScript (basic), HTML/CSS (basic), Miro, Confluence, Jira, Microsoft Word, Excel, XLSTAT

UX/UI Design, User Research, Prototyping, Wireframing, User Personas, Experience Flows/Journey Mapping, Data Analysis, Branding, Narrative Design, Storytelling, Product/Project Management, Marketing Strategy, Graphic Design, Motion Design