

# Zachary Harper

Creative | Experience Designer | Product Manager

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## EDUCATION

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

2021 - PRESENT | Anticipated Graduation: May 2023

### **The University of New Mexico, BBA in Marketing and Management Information Systems**

2017 - 2020 | GPA: 3.94 | Summa Cum Laude

## EXPERIENCE & PROJECTS

### **Owner Insite, Austin, TX — Product Manager**

JANUARY 2022 - PRESENT

- Supporting leadership w/ outsourced development team, UX/UI team, and product roadmaps and requirements, new feature designs and helping lead sprint meetings.
- Leading marketing strategy and overall creative direction.
- Managed a website design project, designed the prototype, and hired a developer.

### **Camp Cura Project, Austin, TX — Experience Designer**

- Creating experience flow mapping, interaction design, and leading narrative writing.
- Collaborating with the team lead for product design decisions based on user research.
- Developing GPT-3 AI conversation modeling and creating character states in Unity.

### **Dell Technologies Project, Austin, TX — Interaction Design Lead**

OCTOBER 2022 - DECEMBER 2022

- Designed an in-person & virtual experience w/ UT for Dell Technologies conference.
- Led experience flow, interaction mapping, and collaborated on Figma app prototype.
- Created the narrative writing to account for low and high involvement users as well as in-person and virtual users for the experience.
- Developed an AR prototype in 2 weeks utilizing 8thWall AR.

### **Wizards World Wand Project, Austin, TX — Research Lead & UX Designer**

JANUARY 2022 - MAY 2022

- Managed a team of 3 students, delegated tasks, and facilitated 10 user interviews.
- Derived audience insights from user interviews, netnography, and qualitative research.
- Developed user flows, audience personas, wireframe and mobile app prototype.

### **UNM Athletics Intern, Albuquerque, NM — Lead Creative Intern**

SEPTEMBER 2018 - MAY 2020

- Lead intern driving sports marketing strategy and creative direction.
- Produced social media content, design assets, videos, and other creative deliverables.

## SKILLS

UX/UI Design

User Research

Market Research

Prototyping

Creative Direction

Design Thinking

Communication

Project Management

Agile + Scrum

JavaScript (some)

Microsoft Excel + XLSTAT

Confluence

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 - TEEX

**Pack Leader Scholar**, UNM Center for Sales and Business Development

**Amazon Advertising Foundations Certification**

**Silver ADDY Award**, American Ad Federation