

LUIS ZAPATA

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SKILLS

SOFTWARE

Unity
Blender 3d
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere
Adobe After Effects
Adobe Creative Suite
Microsoft Office
Invision
Figma
Sketch

DESIGN

Interactive Media
Product Development
Information Architecture
Game Development
User Experience, UX
User Interface, UI
Typography
Animation
Data Visualizations
3d Modeling
3d Printing

DESIGN RESEARCH

User Research
Journey Maps
User Testing
Usability Testing
Surveys
Data Analysis

PRODUCTIVITY

Trello
Git
Miro
Jira

COMPUTER

PROGRAMMING

C#
Javascript
HTML/CSS
Swift
Python
AR kit

PLATFORMS

Windows (64 bit)
MacOS
iOS
Android
Oculus VR

SUMMARY

Multi-disciplinary senior designer who produces end-to-end products from the content creation through to the creative product innovation on a cross-functional team, motivated to learning new technologies and scripting dynamically collaborative experiences inside Unity. Creative problem solver committed to rich high-quality storytelling and to translate beautiful UI/UX designs to applications that create the most impact for the guests.

EXPERIENCE

RELATIVE SCALE - Raleigh, NC

Senior Designer and Developer • October 2019 to Present

- Create interaction design strategy with the Art Director and deliver presentations to clients and key stakeholders to articulate the human-centric stories and lifecycle for multimedia and interactive products in accordance with media design, client brand specs and creative briefs while acting as point of contact.
- Supervise mockups, illustrations and development of the design system in Illustrator, After Effects, Blender and Maya and collaborate with the Content Producer that the visual design direction aligns with the concept, editorial and industry trends.
- Execute technical proof-of-concepts and emerging technology-driven prototypes to develop products with interactive experiences using C# within Unity, utilizing real-time content, User Interface, UI, and User Experience, UX, concepts while collecting user research.
- Engineering highly-scalable, fluid and adaptable experiences, in partnership with ux engineer, for TV, desktop and mobile app, and writing documentation to help diagnose future problems.
- Create responsive and reliable data structures for a Django CMS, with software engineers, to handle an array of client content to keep the user facing interactive applications updatable.

Designer and Developer • August 2017 to October 2019

- Assisted senior designer in mockups, wireframes, and UI assets for digital interactive applications in Adobe Illustrator and Photoshop to follow exhibit design and brand expression.
- Presented ideas and design concepts with senior designer to internal staff and external stakeholders for feedback and to collaborate on design direction.
- Developed innovative interactive applications inside Unity using C# for a variety of museums, institutions, corporate companies, and universities that could handle up to 8-users at a time.
- Wrote data structures to access Django RESTful API framework through JSON deserialization to pull dynamic data in real-time.

NCSU COLLEGE OF DESIGN - Raleigh, NC

Teaching Assistant • August 2015 to May 2017

- Taught in collaboration with professor 25 students in First Year Experience, first-year design studio and 15 students in GD310 Visual Representation and Display, and designed presentations.
- Guided the student with their ideas, through design review and building and playing with innovation to ensure they were proficient with best practices in UX and visual design.
- Delivered presentations on ideation strategies to instruct students on relevant design tools.

Design Lab Instructor • July 2016 and January 2017

- Organized and ran a technical prototyping workshop for 22 high school students to start and finish a front-end coding product design for mobile VR within a day.
- Introduced students in product design concepts, creative thinking and problem solving skills by mentoring them in design patterns from concept to research to iterations to prototype.
- Developed students' product ideas during one-on-one critiques and active playtesting.

JAPAN EXCHANGE AND TEACHING PROGRAM - Minamishimabara, Nagasaki, Japan

Assistant Language Teacher • August 2011 to August 2014

- Planned English classes collaboratively with Japanese teachers of English at two junior high schools and created a curriculum at two elementary schools: totaling 790 students in all.
- Engaged students with creative curriculum, while using different education techniques motivating students to listen to and speak English, and prepared them for the high school entrance exam.

EDUCATION

NORTH CAROLINA STATE UNIVERSITY - Raleigh, NC

- Master of Graphic Design • May 2017
- Bachelor of Industrial Design • May 2011

RITSUMEIKAN ASIA PACIFIC UNIVERSITY - Beppu-shi, Oita-ken, Japan

- Study Abroad • Spring 2010

RESEARCH

NCSU COLLEGE OF DESIGN - Raleigh, NC

Perceptions of One's Self and Others in Virtual Reality • August 2016 to May 2017

Committee Members - Helen Armstrong; Derek Ham, PhD; Denise Crisp

- Expanded upon abstract representations principles in HCI to form a visual matrix, analyzing how to embody users in a virtual reality environment which decreased social bias stereotypes and increased participation while still accounting for user needs.
- Developed working VR proof of concept, in Unity, delivering a native mobile app to iOS and housing the devices in Google Cardboard headsets for user testing, programming in C#, Javascript, and Swift.
- Conducted interviews with emerging technology product companies in the VR industry over their vision of users' presence and agency within the VR sphere.
- Designed and conducted usability testing with prototypes under five different conditions across 69 users, evaluated user experience, and utilized data collection methods for qualitative and quantitative analytics to measure social presence.

Panform Researcher • August 2016 to May 20

Principal Investigator - Derek Ham, PhD

- Assisted in developing new wireframes for students to create 360° content for Virtual Reality, VR, storytelling.
- Partnered with computer science students to create a mobile friendly web platform to post user creations.
- Promoted the tool at SXSWedu conference to foster partnerships with educators and content creators.
- Used tools in demonstrations and observed students utilize the prototyping tool.

ACHIEVEMENTS & HONORS

- AAM MUSE Award Bronze Winner • 2021
- MUSE Creative Awards Gold Winner • 2021
- Horizon Interactive Awards Gold Winner • 2019
- Member of Themed Entertainment Association (TEA) • February 2019 to Present
- Unity Certified Programmer • May 2018
- Member of Society of Experiential Graphic Design (SEGD) • February 2018 to Present
- Graduate Faculty Award for Academic Excellence • May 2017
- Playground presenter at SXSWedu • March 2017
- Group guest lecturer at Duke's Visualization Friday Forum lecture series • September 2016
- Member of American Institute of Graphic Arts (AIGA) • September 2015 to Present
- ACP First Place Individual Award for Photo Excellence in Environmental Portraiture • October 2011

CONFERENCES & PUBLICATIONS

- Rogers, A., Zapata, L., Cline, L. & Ackman, N.(2021). *A Flexible, Touchfree Interactive Platform for Exhibiting Physical and Digital Student Works in a University Library*. Presented at AAM Museum Expo 2021.
- Rogers, A., Zapata, L., & Cline, L.(2020). *A Flexible, Touchfree Interactive Platform for Exhibiting Physical and Digital Student Works in a University Library*. Presented at MCN 2020 Virtual.
- **Perceptions of One's Self and Others in Virtual Reality**. *MGD Bulletin 2017* (pp 52 - 54).
- Ham, D., Payod, P. & Zapata, L. (2017) **Panform**. Presented in the Playground at SXSWedu.

LANGUAGE

- English • Native
- Japanese • Conversational