

TRENTON MCNELLY

Creative Leader & VR/AR Designer

BFA in Advertising Strategy - 2016

Academy of Art University

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Objective:

Design and strategize for the creation of immersive content, that contributes to the adoption and expansion of Augmented Reality and Virtual Reality technology. I seek to join a team that leverages my dynamic and enthusiastic nature, with energetic like-minded individuals who also share my passion for innovation.

Associate Creative Director AstroReality (Augmented Reality-Education Start-up)

- Content marketing management **overseeing the strategy & creative direction of consumer-facing brand marketing for an augmented reality startup.**
- Lead end to end development of multi-channel campaigns across (Digital, Social) paid/organic social media & website channels to drive brand consistency & further develop the brand, as a result, **increased sales, earned media, follower rate & partnership opportunities by 75% YoY.**

MARKETING STRATEGY:

- Developed 3D model rich marketing strategies & detailed product renderings and that resulted in opportunities for multi-platform product models for visualization, user experience and product integration.

CREATIVE/PRODUCT DESIGN:

- **Oversaw Product Design of augmented reality app for integrating real objects with AR Software for dynamic learning.** Responsible for project design and development, including designing UI wireframes and initial graphic concepts, conceive functional design solutions, create UX flows and interface demos, and provide QA of all creative deliverables.
- **Co-Lead multi-country product development team** with responsibilities ranging from marketing, UI/UX design, creative, software developers, user testing. culminating in a prototype in < 3 months that would be scaled to 30K users.
- **Built relationships with clients, partner brands, creative agencies, and influencers**

TEAM MANAGEMENT:

- Ramped up a team from 0 to 5 in the US, Cupertino, CA (designers, production specialists, and web developers.), 5 to 10 designers in Beijing, China for new product development. **Managed the globally dispersed teams**, led implementation of consumer-facing Christmas campaigns , **including total average 60% increase in follower interaction & 100% reported customer satisfaction across 16k social media followers.** Experience with strategic brainstorming, campaign development, creative brief development, and creative execution.

EXECUTIVE LEADERSHIP:

- Regular briefing to company executive leaders to identify goals & motivations behind go to market strategy, leverage strategic insights & finger on the pulse of trends to influence & motivate customers to be actively involved in marketing & branding effort. Used this **management strategy to bring 8 campaigns to life across digital channels, saving \$500K in campaign costs by executing world-class creative in house.**

TOOLS:

Blender, Unity (App Dev) ,Unreal 4 & 5(Realtime Rendering), Figma, Photoshop, After Effects, Premiere, Illustrator, Adobe CC, Logic Pro, Notion, Trello, Final Cut Pro.

AR/VR Design & Creative Consultant + Strategist

Designer -Ayzenburg

- Design & executed social media content for fast-paced, innovative startups
- Creative content for NEXT VR (acquired by Apple) & Oculus
- Oculus Rift Social Media Organic, Paid, & Gameplay Capture - **first content to reach 4 million views for Oculus & authored 80% all of game capture video.**
- Creative assets ideation, development, and production across all social media platforms (Twitter, Facebook, Instagram, Youtube)

Developed Creative for Oculus & AAA game launches including:

- Wilson's Heart, Lone Echo/Echo Arena, Marvel Powers United VR, Arktika 1. (Contributed to brand anthem campaign launch.)

VR Creative Strategist -Voyadi

- Designed a **Go to Market Strategy for a VR Travel/Education company that open up opportunities for investment for Series B funding**
- Created the first iterations of website design and partnership opportunities with 360 degree field of view camera companies.
- Designed content and social strategy for combining travel and education for master class lessons around the world.

Creative Strategist -Recon/Tourfactory

- **Designed a Go to Market Strategy for VR Real estate Sales**, both corporate and residential buildings.
- Created 360 Virtual tours of buildings and residences to increase sales and touring opportunities for people moving abroad.

August 2018-
November 2020
Cupertino,CA

March 2017-August
2018- Pasadena,CA
Ayzenburg
Voyadi
Recon/Tourfactory