AMENA HAYAT

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EDUCATION

NEW YORK UNIVERSITY, USA
Master of Professional Studies
INTERACTIVE TELECOMMUNICATIONS PROGRAM (ITP) | MAY 2019

CPH:LAB, DENMARK
CPH:DOX'S IMMERSIVE MEDIA PROGRAM | SEPTEMBER 2019

RHODE ISLAND SCHOOL OF DESIGN, USA
ADOBE CREATIVE SUITE | MAY 2013

DADABHOY INSTITUTE OF HIGHER EDUCATION | Bachelor of Science
COMPUTER SCIENCE, CGPA 3.35 | MAY 2014
Transferred from SSE, LUMS

SKILLS

DESIGN
Rapid Prototyping, User Research, High-Level Design, Illustration, Wireframing, Web/App Design:
Adobe Creative Suite, Sketch, Figma, Azure

3D + IMMERSIVE
AR/VR/XR Design:
Unity, Unreal, 3D modelling (Rhino, Maya), Depthkit, Three.js, Motion Capture, Photogrammetry, Projection Mapping.

PHYSICAL COMPUTING + FABRICATION
Arduino, Animatronics, Wearable Electronics, Soft Circuitry and Robotics. 3D Printing, Sculpture, Laser Cutting, CNC.

PROGRAMMING
HTML, CSS, machine learning, Google Cloud and DialogFlow, Swift (iOS and ARKit), Javascript, C#, C++, Python

EXPERIENCE + PROJECTS

IBM x MERCEDES BENZ | VR Tech Consultant
ISTANBUL, TURKEY | MAY 2022
Collaborated and consulted on an upcoming immersive advertisement campaign, to create user experiences of Mercedes Benz's new electronic car and interactive billboards to be displayed across Europe.

LANGUAGE OF SILENCE VR | Creative Technologist
NEW YORK, NY | SEPTEMBER 2019 - PRESENT
As my Thesis at NYU, I started an interactive VR documentary using holograms of Pakistani women. After getting selected for CPH:DOX and the Volumetric Filmmakers in New York (VFNYC), I am heading a team of creatives and technologists under the mentorship of world reknowned experts: Francesca Panetta, Mark Atkin and Vassiliki Khonsari. Funded by Warner Brothers Studios and Epic Mega Grants.

INTEL | VR Tech Consultant
LOS ANGELES, CA | DECEMBER 2019
Intel 360 and Major League Baseball created a platform to live-stream baseball games in VR, where users can watch live games from the player's perspective through volumetric capture. I consulted with the team in its prototype phase, improving the UX, gamification, haptics and overall usability and engagement of the technology. Read more.

NETSOL | Product Designer
NEW YORK, NY | JUNE 2019 - DECEMBER 2023
Created designs for Appex Now, an all-in-one app store of NETSOL's suite of financial and automotive products. Conceptualized and led the design for NETSOL's online car-buying platform by creating design concepts of varying fidelity, and oversaw prototyping and user-testing of all stages of the car-buying experience.

BROOKLYN HISTORICAL SOCIETY & NEW YORK UNIVERSITY | Interaction Designer
NEW YORK, NY | JANUARY 2019 - MAY 2019
In a team of 16 creative technologists, we created and proposed an interactive exhibit as ITP moved its location from Manhattan to Brooklyn. We researched history and communities in various Brooklyn neighbourhoods to interpret them into a plan for an immersive experience to engage and delight audiences. The exhibit was visited by over 2000 people.

NYU KIMMEL CENTER | Creative Technologist for Pop Up Window Displays
NEW YORK, NY | SEPTEMBER 2018 - DECEMBER 2018
Collaborated on interactive window displays "FLUTO" and "Breaking News 24/7". FLUTO was later displayed at Times Square for NYCxDesign and Breaking News was displayed at Skirball Center for the Performing Arts. Public interactions were documented to show

LAHORE UNIVERSITY OF MANAGEMENT SCIENCES | JavaScript Instructor
LAHORE, PAKISTAN | MAY 2016 - NOVEMBER 2017
Taught first and second year bachelors students to code creatively in JavaScript, gathering hundreds of students for interactive sessions.