

## Amena Hayat

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Portfolio: [www.amenahayat.com](http://www.amenahayat.com)

Experienced professional in creative technology and artificial intelligence, blending creativity with technical expertise to craft immersive brand experiences. Passionate about leveraging cutting-edge technology to elevate brands, and skilled in rapid prototyping and tech education. Seeking opportunities to drive innovation and deliver transformative value in the luxury sector.

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### Education:

<b>New York University, USA- Master of Professional Studies</b> Interactive Telecommunications Program (ITP)	2017-2019
<b>Dadabhoj Institute of Higher Education, Pakistan - Bachelor of Science</b> Computer Science (GPA: 3.4)	2011-2015
<b>CPH:LAB, Denmark</b>	2019
<b>Rhode Island School of Design, USA - Summer Program</b> Adobe Creative Suite Certification, Visual Arts Diploma	2015

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### Projects/Experience:

**Netsol | Senior Design Strategy Manager** (Lahore, Pakistan | June 2021 - January 2024)  
Led design for NETSOL's online luxury car-buying platform, overseeing concept development, and user testing, using iterative processes of prototyping and giving presentations to all levels of management and across teams in order  
Incorporated AI models using company data trends to increase efficiency of workflows, give personalized recommendation systems, create predictive analytics for inventory management, virtual "test-drive" experiences, visual search, and chatbots for customer service.

**IBM x Mercedes Benz | VR Tech Consultant** (Istanbul, Turkey | May 2023)  
Collaborated and consulted on an upcoming immersive advertisement campaign, creating user experiences for Mercedes Benz's luxury electronic car and interactive billboards across Europe.

**Language of Silence VR | Creative Technologist** (New York, NY | September 2019 - May 2021)  
Initiated an interactive VR documentary using holograms of Pakistani women, selected for CPH:DOX and Volumetric Filmmakers in New York (VFNYC), under mentorship of industry experts. Funded by Warner Brothers Studios and Epic Mega Grants.

**Intel | VR Tech Consultant** (Los Angeles, CA | December 2019)  
Consulted on the prototype phase of a VR platform for live-streaming baseball games from the player's perspective. Improved UX, gamification, haptics, and overall usability.

**Brooklyn Historical Society | Interaction Designer** (New York, NY | January 2019 - May 2019)

Proposed an interactive exhibit for ITP's relocation to Brooklyn, engaging audiences with immersive experiences.

Created the exhibit in a team of 26 creative technologists.

**NYU Kimmel Center | Creative Technologist** (New York, NY | September 2018 - December 2018)

Collaborated on interactive window displays showcased at Times Square and Skirball Center for the Performing Arts.

**Lahore University of Management Sciences | JavaScript Instructor** (Lahore, Pakistan | May 2016 - November 2017)

Taught JavaScript to undergraduate students, conducting interactive sessions and workshops.

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Coursework and other skills:

**Programming:** JavaScript, Python, Swift, C#, C++, Machine Learning, PyTorch, TensorFlow, NLP, Conversational AI, Edge AI, Generative AI.

**Artistry:** Pottery, Sculpture, Color Theory, Multiple mixed media arts.

**Design:** Adobe Creative Suite, Sketch, Figma, Azure.

**Immersive:** Unity, Unreal, 3D Art (Blender, Maya, Tilt Brush), Three.js, Photogrammetry, Projection Mapping and VR Direction.

**Physical Computing + Fabrication:** Arduino, Animatronics, Wearable Electronics, Soft Circuitry.

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Interests:

Yoga, filmmaking, social media marketing, data ethics, vintage fashion, antiques, everything that has an interesting history.