

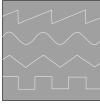
# Trenton McNelly

## Business Development /Advertising Strategy - Focused on XR platforms

408-204-3072

[trentonmcnelly@gmail.com](mailto:trentonmcnelly@gmail.com)

[trentonmcnelly.com](http://trentonmcnelly.com)



### PROFESSIONAL EXPERIENCE

#### Business Development/Advertising Strategy Contractor

Current (2022-)

Client Services:

- Assisted in investor presentations for an AR walking game.
- UI design/game interaction
- Revenue strategy and implementation.
- Technology limitations and feasibility

#### Augmented Reality Designer (Freelance Contract)

Subtropic Studios (Snapchat Subsidiary Advertising Agency)

Encore Studios (Live Stream Augmented Reality Music Start-up)

Culver City, CA, October 2021- October 2022

- Directed and created motion graphics animations in 2D & 3D.
- Designed and executed real-time Augmented Reality Lens for Snapchat and Unity Game Engine and Realtime Unity Live Streamed interactive Concerts.
- Designed strategic campaigns for Snapchat and other social media platforms, aligning with digital Ad products, placements, and best practices.

#### Associate Creative Director/Product Design Manager

AstroReality® (Augmented Reality App/Education Start-up)

Cupertino, CA March 2017 - September 2021

- Optimized creative output and brand impact, generating an average of \$1,000,000 per month.
- Developed user-centered designs for augmented reality app, integrating real objects with AR Software for dynamic learning.
- Co-lead multi-country product development team with responsibilities ranging from marketing, UI/UX design, creative, software developers, to user testing.
- Built relationships with clients, partner brands, creative agencies, and influencers.
- Managed projects and teams, optimizing workflows and deliverables.

#### Freelance Designer (in-house) - Ayzenburg/Voyadi/Watts & Oscillation Works®

March 2017-2018 & 2020 - Current

- Designed social media content for innovative startups in the AR/VR Space such as NextVR and other VR Content Providers.
- Developed and was the Creative Lead for creative assets across all social media platforms.
- Contributed to the initial Launch of the Oculus Rift VR Headset & AAA game launches, including Wilson's Heart, Lone Echo/Echo Arena, Marvel Powers United VR, Arktika 1.

### Skills

Unity

Unreal Engine

UI/UX design

XR/Visual design

Motion graphics

3D modeling-Blender

Creative strategy

Marketing strategy

Product design

Content creation and curation

Team management

Adobe Creative Suite

Figma

### Certifications

Final Cut Pro- Academy of Art

Logic Pro -Academy of Art

Graphic Design - Academy of Art

After Effects- Academy of Art

Business Team- Apple

VR/ 360 Video - insta360 pro

Snapchat Lense Studio- Snap

