

Trenton McNelly

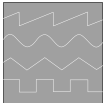
XR/Visual Design/Product Design Management

408-204-3072 trentonmcnelly@gmail.com 3553 Meadowlands Lane, San Jose, CA



Work Summary

Highly skilled XR/Visual designer with over 7 years of experience in AR/VR design, motion graphics, and creative content and business strategy. Known for delivering successful campaigns and products for major brands like Oculus, Louis Vuitton(NDA), EDC, and Snapchat. Demonstrated success in managing teams and designing AR music performances and education start-up products. Seeking a challenging role in the creative design industry to continue delivering innovative solutions for clients.



Professional Experience

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 in After Effects & Blender
- Designed and executed real-time Augmented Reality Lens for Snapchat and the Unity Game Engine, advertisements and Realtime Unity Live Streamed interactive Concerts
- Crafted and managed a content pipeline for a team of 3D artists and designers
- Designed strategic campaigns for Snapchat and other social media platforms with a deep understanding of digital Ad products, placements, and best practices

Associate Creative Director

AstroReality (Augmented Reality App/Education Start-up)

Cupertino, CA March 2017- Current

- Developed 3D model rich marketing strategies & detailed product renderings that resulted in opportunities for multi-platform product models for visualization, user experience, and product integration
- Oversaw product design of augmented reality app for 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, user testing
- Built relationships with clients, partner brands, creative agencies, and influencers

AR/VR Design & Motion Graphic Design + Strategist (Freelance)

Watts & Oscillation Works®

Freelance Designer (in-house) - Ayzenburg Advertising

March 2017-2018 & 2020 - Current

- Designed and executed social media content for fast-paced, innovative startups
- Developed creative assets ideation, development, and production across all social media platforms
- Designed creative for Oculus & AAA game launches including Wilson's Heart, Lone Echo/Echo Arena, Marvel Powers United VR, Arktika 1
- Designed a go-to-market strategy for a VR Travel/Education company that opened up opportunities for investment for Series B funding

Education

BFA in Advertising Strategy - Academy of Art University

Skills

- XR/Visual design
- Augmented reality design
- Motion graphics
- Creative strategy
- 3D modeling
- UI/UX design
- Marketing strategy
- Product design
- Content creation and curation
- Team management
-