

Luis Angel Soberanis-Pacheco

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Market analyst with over four years of tracking, analyzing and documenting startup companies, CEOs, upper management, and their target demographics across multiple virtual reality and e-commerce startup companies as a bottom line worker, freelance journalist, and research participant.

EXPERIENCE

Appen Inc. **Project Avatara Digital Character Model**

Palo Alto CA,
(August 2024 - January 2025)

- Mimicking expressions, reading sentences, following targets with eyes, gazing at different cameras, conversing with a research assistant and performing full body ranges of motion exercises.
- Being recorded, using different media formats (audio, video, headsets, sensors, etc.) and asked to perform a variety of easy tasks.
- Being provided proprietary and third-party technologies by Meta Research administrators.
- Reading text around a 16pt size font from around 6-7 feet away.
- Preparing four outfit changes.

Stanford University, **Medical Research Participant**

San Francisco CA,
(August 2024 - September 2024)

- Interviewed for psychodiagnostic and cognitive assessments to provide baseline data.
- Allowing researchers to identify stimulation targets with an MRI for the TMS sessions.
- Wearing specialized equipment such as EEG caps and TMS coils.
- Having researchers apply single and repetitive pulses of TMS to measure brain activity using EEG.

Enklu Inc, **Contractor**

San Francisco CA,
(July 2022 - September 2022)

- Using the Microsoft HoloLens and the Enklu Cloud software to troubleshoot technical support issues found when experiencing Enklu's 'Verse Immersive' and 'The Unreal Garden' experiences.
- Generating sales using multiple techniques such as third party ticket processing for experiences, food and beverage vending, and live demonstrations hosted off-site with complimentary tickets to increase company revenue and customer retention.
- Moving equipment and materials for extended periods of time as well as carrying up to 25 pounds for short distances.

Sandbox VR, **Retail Associate**

San Francisco CA,
(July 2021 - September 2021) (April 2022 - June 2022)

- Successfully planning and executing the debut of the "Deadwood Valley" IP with management and staff in San Francisco's flagship store.
- Partnering with the general manager and project coordinators for ad hoc projects and other operational duties such as debut venue hosting for companies such as Uptycs' 2022 RSA Conference.
- Using Slack and the Rippling directory to partner with management and the support team in other parts of the country to troubleshoot any technical issues that arise in day to day operations.

- Using the Unity engine, Vicon's Evoke motion capture system, the bHaptics software and vest, the HP 'Z' VR backpack, Oculus VR, Pico VR, and Steam VR to discreetly troubleshoot software and hardware issues during live VR experiences, preserving customer satisfaction and conversion rates.
- Calibrating Vicon's Evoke motion capture system by masking, strobing, and setting origins to motion capture rooms.
- Building motion capture trackers using bases, markers, and pins to interact with Vicon's Evoke motion capture software.
- Repairing, realigning, and replacing motion capture markers and pins on proprietary 'Rifles' and 'Pistols' during live VR experiences while mitigating injury.
- Using a virtual network computer (VNC) to diagnose the bHaptics player software from within the HP 'Z'.
- Assisting in writing and editing troubleshooting modules such as 'The Troubleshooting Bible' for staff and management.
- Assisting in training new hires at the "Guest Experience Guide" level. (Title changed to "Retail Associate" as of 2023)
- VR haptic vest and headset suit-up and suit-down SOP.
- Moving equipment and materials for extended periods of time as well as carrying up to 15 pounds for short distances.

**B8ta,
B8ta Tester**

San Francisco,
(September 2021 - February 2022)

- Maintaining an expert-level knowledge of all products in the showroom; attending training and staying familiar with product research and FAQs.
- Assisting B8ta visitors through the discovery experience and purchase process.
- Being able to speak b8ta's vision and mission statement with visitors as requested.
- Helping to clean, organize, and restock the showroom.
- Assisting as needed with merchandising and inventory management.
- Completing home and office deliveries as needed to meet the needs of our customers.

**Oculus VR,
BDS Marketing Brand Ambassador**

Menlo Park,
(November 2020 - April 2021)

- Participating in event marketing.
- Assisting in content creation (ie. writing blogs, newsletters, product reviews, etc.)
- Representing the brand positively in a multitude of settings.
- Generating brand awareness through standard as well as innovative/creative marketing techniques.
- Being an opinion leader in their community.
- Providing feedback and insight on new products and services.
- Promoting the brand via his personal social media accounts.

**Black Box Virtual Reality Gyms,
Front Desk Agent**

San Francisco CA,
(August 2019 - November 2020)

- Monitoring access to the facility by ensuring members and participants check-in upon arrival to the studio.
- Instructing participants on correct form and body alignment for maximum results and injury prevention.
- Answering all incoming phone calls with respect and urgency; directing all incoming calls to the appropriate staff.
- Maintaining working knowledge of studio information and events in order to communicate and share information to members and participants.
- Troubleshooting VR and machine needs as necessary to maximize studio efficiency.
- Conducting member engagement and conversion efforts for all membership inquiries and demos.
- Maintaining the ability to assist studio upkeep including: maintaining cleanliness of studio areas, VR technology, restocking locker room essentials, and cleaning the locker room.

**The Void Virtual Reality,
Virtual Reality Experience Team Member**

San Francisco CA,
(August 2019 - November 2020)

- Successfully planning and executing the grand opening of San Francisco's pop-up and flagship stores in The Westfield Mall.
- Ensuring the proper use of safety practices and procedures while operating The Void's proprietary Rapture suits.
- Adhering to opening and closing procedures.
- Being proficient on a variety of front-line positions as business needs require.
- Monitoring the experience queue to manage appropriate Guest expectations.
- Maintaining a clean and safe work environment by constantly monitoring the immediate area and surroundings.
- Being responsible for organized Guest areas and the proper care of equipment and props.
- Processing ticket and merchandise sales using cash register and/or self-serve kiosk with efficiency and integrity.

**Clutch.win,
Digital Asset Manager**

San Leandro CA,
(January 2018 - July 2018)

- Creating systematic methods to identify, catalog and manage digital assets across multiple domains and Windows networked environments.
- Developing strategies and system improvements to optimize asset management processes.
- Working closely with the team to ensure all sensitive assets are managed properly.
- Working with the team, tracking down any missing elements, necessary documentation, working files, or creative assets.
- Having competency to build metadata standards and manage assets to allow for both simple and complex searches within our Digital Asset System
- Evaluating, creating, and maintaining workflow.
- Designing, developing and implementing workflow processes.

EDUCATION

LANEY COLLEGE

Majoring in Business Administration
Studying for an Associates in Banking and Finance

LANGUAGES & GREETINGS

English, Russian, Chinese, Arabic, & Spanish

ADDITIONAL SKILLS

Five years of testing, troubleshooting, advertising, and selling VR/AR hardware and software (Oculus, HTC, Index, HP Z VR; HP Reverb, Pico, Steam VR, Enklou Cloud, Microsoft HoloLens, Vicon's Evoke etc.) as well as repairing and providing maintenance to proprietary VR technology provided by startup companies such as The Void VR, BlackBox VR, Sandbox VR, Oculus VR, and Facebook/Meta.

ACHIEVEMENTS

Treasurer to the 2023-2024 Associated Students of Laney College (student government).
Author of 'Homeless to Homefull' for The People's Tribune.
Featured and interviewed on Telemundo, NBC Bay Area, CBS Bay Area, and The Oaklandside.
Credited for video featured on NBC Bay Area's 'Hours-long police standoff ends in Oakland, BART station reopens'.