

OSCAR LEAL

Lealosc56@gmail.com
Dallas, Texas • (469) 777-0341
LinkedIn: [shorturl.at/fhBD9](https://www.linkedin.com/in/shorturl.at/fhBD9)

EDUCATION

The University of Texas at Austin	Bachelor of Science in Arts & Entertainment Technologies/Bachelor of Science in Communication Studies	May 2022
The University of Texas at Austin	Full Stack Coding Bootcamp/Web Development (Certificate)	July 2023

SKILLS

Technical Skills: Software (Microsoft Office, Adobe After Effects, Adobe Photoshop, Touch Designer, Spark AR Studio, Lens Studio, Web AR, Wriik, Miro, Trello, Git) / Languages (HTML5, CSS3, JavaScript, jQuery, Bootstrap, Node.js, MySQL, MongoDB, Express, Handlebars.js & React)

Marketing: Project Management, Campaign Development, Content Strategy and Development, Email Creative, Communication, Copywriting, Operation Strategy, Storytelling, Business Intelligence, Social Media Advertising, Market Research, Organization, Interviewing, Event Planning

Languages: Fluent in English and Spanish

EXPERIENCE

Oracle Corporation- Partner Alliance Marketing team; Austin, TX **June-August 2022**
Marketing Specialist Intern

- Assisted Deloitte's marketing by submitting promotions, creating social tiles, managing partner inclusion, and inputting customer references into Wrike, the project management software.
- Compiled a weekly summary report for all dedicated partners, including past accomplishments and future events such as blogs, webinars, customer success stories, etc.
- Designed and edited Deloitte's 60-slide deck covering partnership marketing initiatives and upcoming events for FY23, while providing Oracle's redwood aesthetic to the presentation.
- Created a team organization chart that enables fluidity and convenience for updates whenever new members join or leave the team.
- Compiled all information and documented partners' dedicated accommodations for Cloud World by working cross-functionally with event executives and dedicated account managers.
- Requested and implemented changes to the team's dedicated internal microsite webpage, as well as Deloitte's partner page through O.com.

ACADEMIC PROJECTS

BIRD HOUSE - Developer, Webpage **Spring 2023**

Platform: GitHub, https://oscarl214.github.io/Bird_Project/

- Developed a simple application that allows users to search for birds and receive fun facts, bird sounds, and images via fetching to two remote repositories.
- I successfully integrated the external APIs utilized in this project using HTML, CSS, and JavaScript. By dynamically creating elements based on the data retrieved from the APIs, I was able to deliver a seamless and user-friendly experience.
- Developed teamwork skills by working collaboratively within a GitHub repository to achieve project goals with 3 other programmers, we resolve conflicts, and ensured code quality.
- Proficient in using Bulma CSS framework to create responsive and visually appealing web designs.

WEB AR Product Advertising - WEB E-Commerce, AR Project

Spring 2022

Platform: Code Sandbox, <https://tr.ee/2HENIwqu2u>

- Designed a **mock** e-commerce web page utilizing the power of augmented reality (AR) to showcase three different products for a B2C of choice.
- Using HTML, CSS, and JavaScript, I crafted a user-friendly platform that leveraged node.js to integrate external JavaScript scripts.
- Enable the AR experience by utilizing the modal-viewer web component, which is a powerful tool available via npm.
- Ensured that 3D product modals included realistic textures and added two hotspots to each product that contained relevant information. Additionally, displayed a preview of the products in the UI buttons and used Google's font API to complement the brand.
- Users can effortlessly select a product of their choice using the on-screen buttons and immediately visualize it in real-time through their camera device.

EXPLORE UT – Designer; Instagram AR project

Spring 2022

Platform: Spark AR studio, <https://tr.ee/qlYkBJrJzB>

- Developed an Instagram effect to promote one 'Realm of Discovery' for the upcoming 'Explore UT' event using the world object capabilities of Spark AR Studio.
- Created a low-poly scenario and added 3D animated and static components to the scene, including at least one animated character and audio components.
- Enabled user interaction with the scene via direct touch or UI elements, providing a memorable activity for users to interact with an animated virtual scene.
- Uploaded the filter to the Spark AR Hub, completing all required elements on the publication page such as keywords, categories, icon, demo video, and other necessary details.
- Demonstrated a high level of skill in 3D modeling, animation, and programming, as well as creativity and attention to detail in creating a unique and engaging AR experience.

AR Movie Premiere – Designer; Snapchat AR project

Spring 2022

Platform: Lens Studio, https://tr.ee/VOTdHn_R91

- Created a Snapchat Lens to support the premiere of a PG-13 movie, allowing users to capture photos and videos of their interaction with an animated character surrounded by 3D animated props.
- Developed a low-poly 3D scenario and added at least one animated character, as well as 2 props related to the movie storyline, using the Tween script to animate the props.
- Programmed the screen to switch between 2 animation clips of the character and activate a different music for each clip, using particles FX to enhance the experience.
- Designed the UI to show the movie title and premiere date.

Austin Design Mixture – Designer; semester long project

Fall 2021

Collaboration between Austin Design Week & the School of Design & Creative Technologies

- Collaborated with a team in the creation of a unique mixture for the first day of Austin Design Week, which included designing a passport that served as a facilitator for participation, information, and a souvenir for guests
- Coordinated bi-weekly information-gathering and organization to ensure all pertinent details were included in the passport, while also designing logos for each activity held during the event.
- Utilized campus resources, such as a laser cutter, to create custom physical stamps for each activity within the passport, resulting in a professional, fashionable product that was successfully distributed during the night of the mixture.
- Demonstrated strong project management skills, attention to detail, and creativity in delivering an exceptional final product that exceeded the client's expectations.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Omega Delta Phi Fraternity Inc. - Chapter Correspondence Chair

Fall 2019 – Spring 2022

- Developed a comprehensive document detailing the roles and responsibilities of new members to help ensure a smooth transition into the chapter.
- Manage notetaking and the creation of minutes during official meetings, ensuring accurate documentation of important decisions and discussions.
- Utilize Excel to create customized spreadsheets to better organize and track the roles and positions of chapter members, resulting in increased efficiency and productivity.
- Demonstrated strong organizational skills, attention to detail, and leadership abilities, which helped to ensure effective communication and collaboration within the chapter.

University Leadership Network - Selected budding leader, Austin, Texas

August 2018 –Spring 2022

- Chosen to participate in intensive, four-year leadership development program.
- Attend weekly training topics like ethical leadership, professionalism, and branding.

Honors & Awards

UNCF Oracle Corporate Scholar
Oracle Marketing Program

Summer 2022
Summer 2022