

---

# Henry Keyser - Full CV

## Narrative Technologist, Product Manager

2828 N Cambridge Ave, 518, Chicago IL. 60657

Phone: (+1) 321-438-7673

E-mail: [hwkeyser@gmail.com](mailto:hwkeyser@gmail.com)

Website: [hwkeyser.com](http://hwkeyser.com)

Nationality/Citizenship: United States of America



### OBJECTIVE

I don't care about job title. Seeking projects intersecting tech and media. With a role measuring audience impact, UX, and scalable process design. Primarily seeking opportunities with Journalism, Media or Tech companies. I would love to produce weekly multi-platform programming which includes VR/AR/360.

### SUMMARY OF QUALIFICATIONS

- Former CEO of VR social connectivity startup; designed SaaS based on interviews with hundreds of VR devs as clients and testers, as well as players, social users and streamers finding UX and pain-point insights.
- Masters degree which focused on VR media innovation and journalism.
- Managed analysts and programmers to R&D suite of productivity tools.
- Multimedia-immersive theater career provides audience-centered approach to 3- and 6-dof experience design.
- Experienced interdisciplinary storyteller: TV producer, Playwright, interactive journalism.

### SUMMARY OF SKILLS

- **CG-VR:** 3D UX; VR prototyping and usability testing. Avatar design, social connectivity. Photogrammetry research.
- **Media Production:** Field and studio producer, pre-production planning, composition, mixing and video editing, photoshop.
- **Narrative Design:** Linear, multi- and non-linear storytelling, focus on first-person design mechanics. Written, visual or experiential.
- **Code Development:** HTML/CSS/JS/Bootstrap, Unity experience, Excel wizard, various prototyping tools.
- **Design management:** Interviewing, Sprint planning, Persona development and user stories, Roadmapping, post-mortem analysis.
- **Team Management:** Lots of communication, skills management, collaborative problem solving, cross-training, timeline scheduling.

---

## PROFESSIONAL EXPERIENCE (Page 1)

### **XR for Decision Makers** - *Freelance UX VR Contractor*

APRIL 2017 - PRESENT

- Consulting on VR, AR and Game UX for 2 active clients.
- Preparing a series of insight articles for VR greenlighters.

### **PrydeVR** - *Co-Founder and CEO*

JANUARY 2017 - MAY 2018

- Discovered & iterated solution for sharing video of CG-VR to YouTube.
- Managed solution design, roadmap, customer and stakeholder relations, website, pitches, events, testing, legal and accounting.

### **Outsell Inc.** - *Product Intern*

SEPTEMBER 2016 - DECEMBER 2016

- Post-mortem a failed product launch.
- Present recommendations to CEO, CTO and Dir. of Product for design-sprint/user-research driven product development process.

### **LAZ Parking / Chicago Meters Operation** - *Operational Data Mgr.*

JANUARY 2011 - JUNE 2016

- Led data science, analysis, visualization and reporting.
- Managed development of dozens of internal productivity, tracking and machine learning applications.
- Managed direct reports, cross-departmental staffing, and project resource allocation.

### **American Theater Company** - *Chronicle Team Mgr, Playwright*

OCTOBER 2011 - MAY 2012

- Lead 8 direct-report playwrights to design theatrical narrative from a series of exploratory documentary interviews.
- Tutor 7th grade students in creative writing, interviewing, critical thinking, collaboration and time management.

### **EveryOtherDayPlays.com** - *Playwright, Editor*

JULY 2011 - AUGUST 2012

- Published new 10-12 page open-license plays every 48 hours. (hiatus during ATC job)
- Wrote 100+ plays. 60+ used immersive/multimedia staging mechanics.
- Managed website, workshops, and guest playwright contributions.

---

## PROFESSIONAL EXPERIENCE (Page 2)

### **Creative Marketing Resources** - *Qualitative User Researcher*

JULY 2010 - OCTOBER 2010

- Interview, measure and synthesize tourist feedback for a new immersive video product at Chicago's Navy Pier.
- Recommended changes to core product, UX, and business model to improve product market fit.

### **[Various theater companies]** - *Director/Playwright*

OCTOBER 2008 - OCTOBER 2014

- Wrote or Directed 11 full-length immersive, multimedia theater productions produced or workshopped in Chicago, London, Atlanta, NY, and Tallahassee.
- Focus on non-proscenium, experiential design mechanics.
- Manage actors, designers, stakeholders, technicians and marketers.

### **NUlink TV** - *Seasonal TV Producer, Intern trainer*

MAY 2007 - OCTOBER 2008

- Manage Production, editing and graphics for 6 weekly TV programs.

### **Access Osceola TV** - *Exec. Prod - AO Sports; Producer*

MAY 2003 - OCTOBER 2005

- Exec. Produce a weekly SportsCenter-style show of local sports, managing 6 production and 3 editing teams.
- Plan the broadcasting student-content from local schools.
- Direct coverage of local government meetings.
- Covered the 2004 elections, and 2004-05 hurricane seasons.

## TEACHING EXPERIENCE

### **Northwestern University** - *Product Management teaching assistant*

JANUARY 2018 - PRESENT

- Assist teaching conducting User Interviews, Persona development, UX design, scoping and slicing, prototyping and usability testing, road-mapping, market research and human-centered product iteration.
- Conduct lectures, workshops, exercises and grade assignments.

### **Osceola School District, Gateway HS** - *Interim TV Production Teacher*

AUGUST 2004 - JANUARY 2005

- Teach the intermediate- and advanced-level TV production course.
- Reorganized coursework to reflect TV station assignments.
- Broadcast coursework on local AO-TV station, where I also worked.

---

## RESEARCH EXPERIENCE

VR UX and UI. VR Prototyping (including paper-prototyping). Non-verbal communication in VR. VR NPC performance and tutorialization.

Photogrammetry. 360-video composition. 360-narrative design and performance. Communicating immersive mediums on flat mediums.

## EDUCATION

**Northwestern University Medill School of Journalism, Media** - *MSJ Media Innovation and Entrepreneurship specialization*

JUNE 2016 - JUNE 2017

1st-class of new specialization developing newsroom innovators, strategists, analysts and media product managers.

**Florida State University** - *B.A. Theatre*

SEPTEMBER 2006 - MAY 2010

## CONTENT

- [PrydeVR.com](#) - I created all code, content and assets on this website.
- [Closing PrydeVR](#) - *[preview link]* article running May 14, 2018.
- [Photojournalism in 3D for VR and Beyond](#) - photogrammetry research.
- [YouTube Featured Videos playlist](#) - a selection of recent videos.
- [\[XR for Decision Makers insight articles series coming June 2018.\]](#)
- [\[3 Knight Fellowship Journalism-360 articles coming June 2018.\]](#)
- [EveryOtherDayPlays.com](#) - archive copy from Dec. 2011

## PRESS/PUBLIC TALKS

- [WGN/Technori interview about VR](#)
- [ChiVR Developer Event Panelist](#) - April, July 2017
- [Other ShareVR/PrydeVR press](#)

## AWARDS

- G.D. Crain Jr. Foundation Entrepreneurship and Management Award
- Medill MSJ Leadership Award
- Inducted into Kappa Tau Alpha “Excellence in Journalism Scholarship”



