
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

Website: hwkeyser.com

Nationality/Citizenship: United States of America



OBJECTIVE

Seeking role intersecting immersive technologies, UX research, new products and explanatory communications. Primarily seeking Journalism, Media or Tech companies. Open to management, teaching or VC roles.

SUMMARY OF QUALIFICATIONS

- Former CEO of VR social connectivity startup; designed 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.
- Very first job involved producing sports programming.

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 media product managers, innovators and strategists.

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"