Henry Keyser

321.438.7673
hwkeyser@gmail.com

PROFESSIONAL EXPERIENCE

XR FOR DECISION MAKERS Chicago & NYC
Immersive UX and Narrative Design Strategist, Co-Founder Present
- Writing and consulting on VR, AR, and 360-video pre-production strategy and design.

NORTHWESTERN U. - FARLEY CENTER FOR ENTREPRENEURSHIP Evanston, IL
Teaching Assistant - NUvention Web + Media Present
- Guiding students in and outside of class on conducting user interviews, persona development, solutions architecture, UX design, prototyping and usability testing, product road-mapping, market research and presentation skills.

PRYDEVR Chicago, IL
CEO, Co-founder 2017 - 2018
- Manage sprints, client & investor communications, marketing, and product roadmap.
- UX researcher and solutions architect in a pre-best practices industry.

OUTSELL Burlingame, CA
Product Consultation Intern 2016
- Post-mortemed a failed product launch. Consulted on new product development process for CEO, SVP of operations, and Director of Product.

LAZ PARKING - CHICAGO METERS OPERATION Chicago, IL
Operational Data Manager / Programmer 2011 - 2016
- Managed 5 direct reports, agile sprints and cross-departmental staffing for projects.
- Hired and oversaw data analytics, and product development team. Analytics included 12 weekly reports, 4 daily reports. Launched and maintained 17 internal products.

VARIOUS STATIONS AND THEATERS Orlando, Atlanta, London, Chicago
TV Producer / Multimedia Theatre Director & Playwright 2004 - 2013
- Managed stakeholders, creative and technical crews, resources, & direct reports.
- Produced 9 TV series. Produced, directed or otherwise led on 20+ theater plays.
- Wrote 100+ plays, most of which used immersion, multimedia and docudrama.

EDUCATION

MEDILL- NORTHWESTERN UNIVERSITY Evanston, IL
MSc. Journalism - Media Innovation & Entrepreneurship June 2016 - June 2017
- **Course focuses**: Entrepreneur Product Management, VR Photogrammetry, Audience Insight, Design Thinking & User Research, Mobile Web Development, Business of Startups, Interactive Journalism, Multimedia Storytelling, TV Producing.

FLORIDA STATE UNIVERSITY Tallahassee, FL
B.A. Theatre - Multimedia Playwriting Aug 2006 - May 2010

OBJECTIVE

Managing interdisciplinary teams to design, release and iterate products that users love.

I prefer helping journalism companies strategically adopt new technology to improve their flow, reach and impact.

SKILLS

- Team management
- Collaborative solution finding
- Media prod. mgmt and strategy
- Writing and wordsmithing
- Visual design and composition
- Immersive UX and storytelling
- Iterative scoping and testing
- Data analysis and visualization
- Qualitative user research

TOOLS

Design
Adobe CC:
Photoshop, Premiere, Illustrator, After-effects, InDesign, Audition

VR Photogrammetry
Reality Capture, PhotoScan, Maya, Sketchfab

Planning/Prototyping
Balsamiq, Trello, Draw.io, Tilt Brush, & other when

Data
Google analytics, Parse.ly, IBM Cognos, Microsoft Excel master

Programming
HTML, CSS, JavaScript, JQuery, VBA, KML, Unity

SOCIAL

(in) linkedin.com/in/hwkeyser
(f) facebook.com/hwkeyser
(y) @hwkeyser
(H) hwkeyser.com