Mateo Hernandez

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Education

New York University, Tandon School of Engineering *BS: Integrated Design & Media*   *May 2027*

Coursework: Programming & Problem Solving, Introduction to Engineering & Design, Web Development, Creative Coding, Ideation & Prototyping, Problem-Solving Using XR, 3D for AR, Motion Capture

Experience

Marketing & PR Commissioner, TUSC – New York, NY   *February 2025 – Present*

- Designing digital and print promotional materials for NYU Tandon events, reaching an audience of **20,000+** students and faculty with Adobe Illustrator and Canva.
- Creating targeted advertisement videos to enhance engagement, utilizing Adobe After Effects and Premiere Pro.
- Developing cohesive marketing strategies to boost visibility and participation in campus events

Post Production Editor, Vertically Integrated Projects – New York, NY   *August 2024 – Present*

- Developing and executing social media marketing strategies for increased audience engagement
- Across platforms like Instagram and TikTok, enhanced content reach and engagement by **25%**, and reel engagement by **300%**
- Utilizing video design skills via Adobe Premiere Pro and Adobe After Effects to create visually compelling content

Admissions Ambassador, NYU Admissions Ambassadors – New York, NY   *January 2024 – Present*

- Delivering presentations to over **10,000** attendees at admissions events, enhancing audience engagement
- Rebuilt/Maintaining the Ambassador Website being used by **300+** faculty and students, utilizing HTML/CSS
- Currently building Tour Training Game utilizing JavaScript libraries to be used for Tour Training

Projects

Virtual Axe Throwing   *portfolio/axethrowing*

- As part of my XR team, we created an immersive VR Axe-Throwing game set in the depths of the New York sewers. enhance the player experience
- Tools Used: Blender, Unity (C#), Photoshop, Meta Oculus Quest 3

Ambassador Website   *portfolio/ambassawebsite*

- Exclusively selected to design and develop a comprehensive website for the Admissions Ambassadors, featuring custom graphics, photography, and thoughtfully crafted layouts.
- Tools Used: WordPress, HTML, CSS, Adobe Illustrator, Adobe Photoshop, Canon EOS 7D

Normal Day; Augmented Reality Comic Book   *portfolio/arcomic*

- Created a custom 3D augmented reality comic book that brings the flat story to life, revealing each panel with immersive 3D assets, sound, and animation.
- Tools Used: Lens Studio, Blender, Adobe Illustrator

Wired: Augmented Reality Magazine   *portfolio/magazine*

- 2D animated cover for *Wired* magazine that comes to life using augmented reality software, transforming the static design into an interactive experience.
- Tools Used: Lens Studio, Blender, Adobe Photoshop, Adobe Premiere Pro

Technical Skills

Languages: HTML, CSS, Javascript (p5.js), Python

Technologies: Microsoft Office, Adobe Creative Suite, Blender, Lens Studio, Figma, Unity, Unreal Engine, Canva, Revit, WordPress