

Willem Helmet Pickleman

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EDUCATION

Brown University

Providence, Rhode Island, graduated May 2018

- BA in Modern Culture and Media (Production) with significant coursework completed in Art History. GPA 3.4/4.0
- Relevant Coursework: *Introduction to Set Design; VR for Education; Introduction to Object-Oriented Programming*
- Student recipient of the Truman Beckwith Scholarship Fund

EXPERIENTIAL TECHNOLOGY EXPERIENCE

Digitas Associate Front End Developer

Chicago, Illinois, September 2018 – April 2019

- Learned and built prototypes for emerging technology to conceptualize the future of brand engagement
- Whirlpool – Created a Facebook chatbot using IBM Watson that guides users through the kitchen appliances purchase process
- Audi – Built a Unity application for an automotive visualization tool for dealerships to showcase a voice-controlled and real-time rendered shopping tool
- Digitas – Built an official Digitas Snapchat filter to use as a recruiting tool for new hires

Independent Creative Work

Providence/Chicago, December 2016 – Present

- *Snapchat Filters* – 25k combined views; put up Snapcodes around Chicago for “digital street art”
- *Expo 360* – a 360 documentary about EXPO Chicago, an international contemporary art fair
- *CLIMB* – an experimental audio/visual VR experience in which the viewer climbs an infinite ladder
- *Crac des Chevaliers* – an AR architectural model of a historic crusader castle in Syria

DigitasLBI Associate Creative Engineer Internship

Chicago, Illinois, June 2017 – August 2017

- Developed AR prototypes for client acquisition pitches. Created experiences for American Express, Whirlpool, and Hyundai

Hack at Brown 2018 – *SeeReal*

Providence, Rhode Island, January 2018

- Designed three augmented reality experiences that extend the ability of food packaging by allowing users to play interactive AR games with their cereal boxes
- Awarded prize for “Most Innovative”
- Met with General Mills to discuss how to implement our tech on their cereal boxes

Hack at Brown 2017 – *SommeliAR*

Providence, Rhode Island, January 2017

- Concepted and developed a virtual reality wine tasting experience in 24 hours
- Awarded prize for “Best User Experience”

Brown Spring 2017 GISP: VR for Education

Providence, Rhode Island, January 2017 – May 2017

- Student-led independent study in conjunction with Brown University’s VR Artist in Residence
- Produced a VR documentary of a famous Rhode Island historical event using Unity and Google’s Jump Odyssey 360 camera
- Showcased a prototype of the project at the Google Daydream Impact launch event

LEADERSHIP AT BROWN

IMPROvidence

Providence, Rhode Island, Oct 2015 – May 2018

- Performed long-form improvised comedy regularly throughout the school year with a team of undergraduates. Awarded “Elite Eight” in the national finals of the 2016 Collegiate Improv Tournament

Brown Student and Community Radio – 101.1 WBRU-LP

Providence, Rhode Island, Dec 2014 – May 2018

- Held a leadership role in constructing a new terrestrial radio station in Providence. Led training for student DJs; organized live music events on campus; coordinated with radio engineers to repair technical issues that arose in the BSR studio

SKILLS AND INTERESTS

Software Proficiency

Unity, Blender, HTML, CSS, JavaScript, C#, Max/MSP, Adobe Creative Suite, Microsoft Office

Non-Technical Skills

DJing, long-distance bike touring, silk-screening clothing, knitting, mycology, biochemical genetic engineering