

## SKILLS

### Production

- Project Management
- Budgeting
- Financial Projections
- Vendor Management
- SOW Writing
- Scheduling
- Cross Functional Lead

### Creative

- Creative Direction
- Quality Control
- Rapid Prototyping
- Agile
- Asset Management
- Copywriting

### Strategy

- Interactive Learning
- Technical Research
- Grant Writing
- Press Relations
- Partnerships

### Tools

- Asana
- Davinci
- Trello
- Unity
- Jira
- Blender
- Basecamp
- Audacity
- Shotgun
- HTML/CSS
- Photoshop
- Illustrator

## WRITING

- [NBC Asian America](#)
- [Quartz](#)
- [Tech in Asia](#)
- [Bangkok Post](#)

## EDUCATION

- University of California, Irvine  
B.A. Literary Journalism, Cognitive Science

# JENNIFER KATANYOUTANANT

## INTERACTIVE PRODUCER

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## OBJECTIVE

I ask good questions. 7+ years of experience streamlining workflows for web, experiential, XR, and games for various creative industries.

## WORK EXPERIENCE

### Interactive Producer (Contract)

[BWA Studios](#) | Nov 2022 - present

- Develop and document linear and non-linear pipelines
- Advise on interactive processes, workflows, and project planning
- Serve as the primary, client-facing point of contact for select projects
- Review creative to ensure they adhere to the messaging standards and mission defined by project scope

### Producer | Games and Experience

[Primal Screen](#) | Jan 2022 - Sept 2022

- Organized research and development of game engine workflows for 2D
- Developed pre-production workflows that optimized ideation time by 95%
- Oversaw development of a PBS web and mobile game that debuted with 1.5 million hits and became the most played game just one-month post-launch
- Managed animation and development for a museum installation that had 90k visitors in one month

### Interactive Producer

Independent | Jan 2016 - present

- **Production**
  - Coordinated full-cycle development of AR animation, live VRChat-hosted theater projects, Zoom-hosted educational conferences, emerging technology conferences, music festivals, and more
  - Assembled engineering and creative teams across 4 countries
  - Oversaw up to \$100k budget
  - Supervised up to 6 concurrent projects at a time
- **Creative**
  - Designed sets and stages for virtual conferences and live events that have attracted more than 10k attendees on opening day
  - Created rough prototypes to quickly show and iterate on concepts
- **Client Relations**
  - Developed long-standing relationships with entertainment, education, games, and design clients
  - Secured sponsorships and funding for cross-promotional activities
- **Strategy**
  - Conducted user research and presented findings to senior leadership
  - Implemented interactive campaign forecasting reports

## TALKS

- [ISO Design](#)
  - Web XR for Design
- [Ars Electronica](#)
  - [Future Innovators Summit](#)
- KONNECT ASEAN
  - [Creative Futures Dialogue](#)
- [Techsauce](#)
  - VR AR Opening
- [UNEP Adaptation Forum](#)
- University of Salzburg, Human Computer Interaction
  - [Sensory Storytelling](#)
- Samsung Research
  - [WebXR for Social Good Panel](#)
- Goethe Thailand
  - [The Art of Immersive Storytelling](#)

## WORKSHOPS

- Intro to Spark AR
- Future Community w/ 3D printing, AI, AR
- 360 Video for Educators

## CURATOR

- [UN Women SF VR Film Festival](#)
- [Vision Fest VR](#)
- [Creative Technology Center](#)
- [Siggraph Asia VR/AR](#)
- [Techsauce VR/AR stage](#)

## LANGUAGES

- English: Native
- Thai: Advanced
- Mandarin: Conversational

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## WORK EXPERIENCE

### Past Projects

- [Dubai Expo 2020](#) | [Hexagram](#) (2021)
  - Produced animation for Digital World Viewers, custom-built screens that use stereoscopic cameras to power an augmented reality world within a conventional standing display
  - Established quality assurance workflows that ensured animations aligned with face and pose detection tracking player dance moves
- [Finding Pandora X](#) | [Double Eye Studios](#) (2020)
  - Supported 3D animation and asset creation for live VR Chat theater
  - Won [Best User Experience](#) (2020) at Venice Film Festival
  - Won [Audience Award](#) (2021) at SXSW
- [Dropzone Festival](#) | [Dropzone Entertainment](#) (2018)
  - Produced an arcade zone and relaxation zone for apocalypse themed music festival based in an abandoned theme park
  - Designed and built phonebooth confessional installation that recorded attendees' last words to the world
  - Launched first-year festival to 20,000+ attendees

### Founder

Made In Asia Creative Tech Lab | June 2017 - Apr 2020

- Launched creative technology productions for partners in Indonesia, China, Singapore, and Thailand
- Conceived and led VR, AR, and AI workshops for universities in Bangkok
- Pitched and secured \$20,000 of funding for educational and social impact activities from venture capital and consumer tech companies
- Researched VR use cases, grants, and new business opportunities for web3, design, and technology companies

## ART PRACTICE

In addition to my professional experience as a producer, I also maintain a research-based art practice focused on environmental play

**Grants:** Prince Claus Fund, Kone Foundation, Goethe-Institut Thailand, British Council, Asia Europe Foundation

**Exhibitions:** [Ars Electronica](#) (2020, 2021), [Land Salzburg](#) (2019), [Akademie Schloss Solitude](#) (2019), Art Gene UK (2020), Goethe's [Acts of Life](#) (2018)

**Research:** Mental Health + Environment with [Land Body Ecologies](#) (2020 - present), VR + Storytelling with [Oculus Launch Pad](#) (2018), Community Ownership with [New School](#) (2021), [Interaction Design + Environment](#) with [Digital Naturalism Conference](#) (2019), Computer Graphics + Interactive with [Siggraph Asia](#) (2017)