

Jamie Guterman

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Portfolio: jamieguterman.com

PROFESSIONAL EXPERIENCE

- Educator, FabLab Miami** | Miami, Florida Dec. 2024- Present
- Creating STEM focused lesson plans to build youth interest in UX design, 3D modeling / printing, virtual reality, and coding
 - Assisting with coding and technology-focused activities during hands-on STEM lessons in the FabLab
- Creative Strategy Intern, TH Experiential** | Remote June-Aug. 2024
- Created experiential marketing proposals and designed visually engaging pitch decks for digital, physical, and hybrid activations for clients, including Sephora, Nordstrom, and KISS
 - Researched technology, design, and social media trends to inform creative strategies and user-centric marketing concepts
- Digital Media Intern, Innovation Hub at Florida State University** | Tallahassee, Florida Aug. 2023-May 2024
- Designed and developed gamified augmented reality Snapchat Lenses, utilizing wireframes and prototypes to promote the Innovation Hub and its design-thinking programs
 - Conducted research and concept development for a web-based AR tour of the Innovation Hub's Fabrication Lab to enhance user engagement and accessibility
- Digital Content Innovation, Web3 Intern, Universal Orlando Destinations & Resorts** | Orlando, Florida May-Dec. 2023
- Conceptualized and designed gamified VR, AR, AI chatbot, and Web3 activations to enhance guest experiences through immersive storytelling, working collaboratively on creative briefs and pitch decks
 - Built an original augmented reality filter using Meta Spark Studio for Universal Orlando's official Instagram account, focusing on user interaction and engagement
 - Researched accessibility in Web3 and XR technologies, focusing on inclusive design and heuristics to enhance usability for individuals with disabilities
 - Monitored social media metrics to evaluate the performance of activations and inform iterative design improvements

RELEVANT COURSEWORK

- User Experience Design** | Tallahassee, FL Aug.-Dec. 2022
- Collaborated with team members to create low and high fidelity prototypes for the re-design of an on-campus classroom, a lecture hall projector operator, and a photo booth business kiosk
 - Identified pain points in current designs, conducted multiple rounds of user testing and research, and participated in weekly re-design sprints to improve user flow in a variety of physical and digital products
- Innovation by Design** | Tallahassee, FL Aug.-Dec. 2022
- Employed user-centered design principles to develop an innovative, integrated design solution to the mental health crisis on campus
 - Delivered a logo, storyboards, user journey maps, empathy maps, wireframes, low fidelity mock-ups, and a final concept video

LEADERSHIP EXPERIENCE

- Volunteer, STARS Computing Corps** | Tallahassee, FL Jan. 2023-Present
- Mentored hundreds of elementary, middle, and high school students across Florida, introducing them to STEM, VR/AR, 3D printing, and other computer science and design topics
 - Presented about leadership and team building in STEM at the 2024 Technology Student Association national conference

PROJECTS, AWARDS, & SPEAKING

- Featured Innovator & Speaker, Seminole Innovators Lunch Hour** | Tallahassee, FL March 2024
- Delivered a 13-minute talk reflecting on my journey into innovation and the maker-space community as an upperclassman, sharing insights on overcoming challenges during the Covid-19 Pandemic and building technical expertise
- LookUp Innovation Challenge Grant Recipient, Highlight Reel Pop-Up Exhibit** April 2023
- Received \$2500 to address the impact of social media on youth mental health through my original storytelling exhibit
 - Designed an on-campus exhibit displaying student artwork addressing the relationship between mental health and social media

EDUCATION

Florida State University | Tallahassee, FL
Presidential Scholar; Honors Program; Phi Beta Kappa Honors Society; Garnet and Gold Key Leadership Honorary; President's List
Major: Information, Communication & Technology *Minors:* Innovation & Psychology
GPA: 3.9

SKILLS:

Proficient: Microsoft Office Suite, Google Workspace, Figma, Qualtrics, Adobe Creative Suite, Meta Spark Studio, Miro, Workfront, Slack, Snap AR Lens Studio, design thinking

Familiar With: Blender, AutoCAD, Fusion 360, Unity, HTML, JavaScript, TouchDesigner, Arduino IDE