

Jamie Guterman

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Portfolio: jamieguterman.com

PROFESSIONAL EXPERIENCE

Digital Content Innovation, Web3 Intern, Universal Orlando Destinations & Resorts | Orlando, Florida May 2023-Present

- Building two original augmented reality filters, from the ground-up, in Meta Spark Studio for the official Universal Orlando Snapchat account
- Developing the strategy behind implementing virtual / augmented reality and Web3 activations within Universal Orlando Destinations & Resorts marketing (both in-park and in-market)
- Collaborating with team members to create story concepts for virtual reality games, from start to finish, for Meta Quest VR headsets

Digital Media Intern, Innovation Hub at Florida State University | Tallahassee, Florida August 2023-Present

- Operated multiple Dremel 3D45 printers, Epilog Zing 24 Laser Cutter, and a vinyl plotter to assist Florida State University students with both academic and personal creative projects
- Creating a web-based augmented reality tour of the Fabrication Lab inside of the Innovation Hub so that students can learn how to use the machines and innovation spaces
- Marketing the Innovation Hub by creating content inside the Fabrication Lab with Instagram Reels and posts summarizing 3D print projects

Research Assistant & Communications, Edgelands Institute at the Berkman Klein Center for Internet & Society at Harvard University | Remote April 2021-May 2023

- Design weekly social media graphics about current events in the technology industry using Canva
- Served as the 2021 Communications Director for Edgelands and subsequently grew the Twitter account by 76.7%, Instagram account by 43.9% and LinkedIn account by 28.7% over a 5 month period
- Led a research team of 4 graduate and PhD students to plan, research, write, edit, and design a 24 page report on global algorithmic policing and surveillance trends

LEADERSHIP EXPERIENCE & INVOLVEMENT

Assistant Director, Power of WE | Tallahassee, FL June 2021-Present

- Power of We is an organization dedicated to decreasing political polarization on FSU's campus
- Designed research-backed interventions at our events to decrease polarization amongst the campus community, and created an original study, using Qualtrics, to measure the impacts of our event
- Increased feelings of warmth towards liberals among conservatives by 11.68% at our Fall 2021 event, The Longest Table
- Presented Power of We's research at the 2022 Society for Personality and Social Psychology Conference

Research Assistant, March Social Psychology Lab | Tallahassee, FL January 2021-Present

- Designing an original Qualtrics study researching the psychological mechanisms driving susceptibility to online misinformation
- Wrote a collaborative literature review of 40 studies about the impact of anger and cognitive narrowing on threat perception
- Collect data using the physiological measure of facial electromyography (fEMG) to measure the blink amplitude of participants in reaction to threatening vs. disgusting images

PROJECTS

Highlight Reel | LookUp Innovation Challenge Grant Recipient April 2023

- Received \$2500 to address the impact of social media on youth mental health through my original storytelling exhibit
- Designed and organized a physical, on-campus exhibit displaying personal and student artwork and stories addressing the relationship between mental health and social media
- Aimed to prompt viewers to consider the person behind the post, and to stop the cycle of online comparison among Generation Z

EDUCATION

Florida State University | Tallahassee, FL Expected Graduation: May 2024

Presidential Scholar; Honors Program; Phi Beta Kappa Honors Society; Garnet and Gold Key Leadership Honorary, President's List

Major: Information, Communication & Technology *Minor:* Innovation

3.8 GPA

SKILLS:

Blender, AutoCAD, Fusion 360, Meta Spark Studio, Unity, Canva, Microsoft Office Suite, Google Suite, Keynote, Figma, Qualtrics, Adobe Creative Suite, HTML, Javascript