

Angela Haddad

📞 818.605.4066

🌐 onethirdblue.com

✉ a@onethirdblue.com

relevant work -

One Third Blue | Founder & Art Director

Jun. 2016 – Pres.

Creating award-winning VR/AR experiences & branded campaigns for world-class companies & their products.

- Lead all projects' creative conceptualization through the lens of storytelling, UX, interaction, marketing, & design
- Develop and pitch imaginative, innovative storyboards and build functional prototypes through iterative user-centered design processes
- Lead the team from concept to final delivery, providing directional oversight for designers, writers, marketers, and partner agencies

Microsoft | Global Creator Council Member

Apr. 2017 – Nov. 2017

Selected among 10 leading designers globally to create programs inspiring creatives and developers on the potential of Microsoft's design tools.

- Collaborated with Product and Marketing teams to influence improvements and new features in Microsoft's next generation of design products
- Conceptualized, developed, and directed a campaign to drive developer awareness and showcase the capabilities of the product line

Silvr Thread | Creative Director

Jun. 2016 – Mar. 2017

- Led a multi-disciplinary team, from crafting original creative concepts to development, production workflows, UI, and interaction design
- Ideated, conceptualized, and directed VR experiences to showcase the innovative and unique power of First-Person POV VR, only feasible with SILVR's patented VR hardware tech

Gravitas | Founder & Project Manager

Jan. 2014 – May 2016

Boutique digital agency servicing all creative and strategic web, mobile, and digital marketing needs for small- and medium-sized companies

- Led projects related to the design, UX and conversion goals of marketing campaigns, websites, & landing pages
- Crafted short and long-term strategy with quantifiable results based on analytics and projections

WebFacility | Design Project Manager

Dec. 2012 – Jan. 2014

Cloud & Infrastructure-as-a-Service provider serving U.S. & global clients.

- Spearheaded web projects, communicated with clients, and managed a team of developers and designers to establish our clients' visions, including both domestic and international accounts
- Led the overhaul of all branding and customer experience, implementing WebFacility's rebrand as a global infrastructure-as-a-service provider

distinctions -

- Snap Lens Studio AR Launch Partner 2017
- Facebook Oculus Launchpad Fellow 2016, 2017
- Advisory Board Member: UCLA Anderson VR Initiatives
- Judge at MIT Media Lab Hackathon 2017
- SXSW 2016 Featured "Decoded Fashion" Experience

press -

- Google Annual Halloween Campaign 2018
- Unity3D Annual Dev Conference Keynote Interview
- Amazon best-seller, "Storytelling for Virtual Reality" Interview
- Author of IEEE Op-Ed on VR
- South Korea Next Content Conference Keynote

skills -

2D Design -

- Adobe Creative Suite [advanced]
- HTML; CSS; JavaScript [advanced]
- Wireframing; Balsamiq [advanced]

3D Design -

- Google Tilt Brush; Google Blocks; AnimVR; Oculus Quill [advanced]
- Snap Lens Studio; Microsoft Paint 3D [advanced]
- Unity3D; Blender [intermediate]

2D Video & 360 VR Video -

- Adobe Premiere; After Effects [advanced]
- Mixed Reality equipment; camera lenses; filters; green screens [advanced]

Digital Marketing & Ecommerce

- Google Analytics; WebMaster [advanced]
- Shopify; AdWords; Facebook Ad Manager [advanced]

education -

University of California, Berkeley