KATHLEEN COHEN
XR Immersive Design
and Experience Strategy

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OVERVIEW

Senior Creative, Producer, Director, XR Immersive Media and Entertainment Strategist, with over 20+ years of building guest experiences across multiple verticals. Currently focusing on spatial layer computing technologies as it relates to product development. Highly creative, innovative, business-savvy, big-picture thinker who leads clients into locating, designing, developing, and producing engaging 360 experiences that are personalized and socially impactful. Selling vision from the cross-section of creative thinking and user engagement.

SKILLS

- Experience Design Strategy / UX
- Themed Entertainment Development
- Location Based Experiences
- AR / VR / MR / XR
- Spatial Computing
- AI & Machine Learning
- Immersive Environments
- Data / Data Visualization
- Personalized Experiences
- Holography
- Sensors and Wearables
- Assistive & Adaptive Technology Solutions
- Gaming / MMO / MMORPG / MMOFPS / eSports
- Interactive Displays and Exhibits
- Social
- CRM / SEO / SEM / Analytics Data Visualization and Infographics
- Interaction Design and Integrated Media

BOARDS

Board Member - Holoride

Holoride takes everyday journeys and transforms them into hyper-immersive experiences by combining navigational and car data with XR.

PROFESSIONAL EXPERIENCE

The Collaboratorium, Inc. (PRESENT)
Created sole proprietorship to provide an independent consulting source
- "Likeness & Legacy" Project - XR Immersive, Strategic Consultant, Creator of Digital Humans
- Location Based Entertainment (LBE), Location Based VR (LBVR) - XR Immersive, Strategic Consultant
- What Should We Do (WSWD) - NYC - Executive Producer, Strategic Consultant, Mobile Application
- ACM SIGGRAPH - Annual Conference / 21st C. Digital Presence - Data & Analytics
- The Black Santa Company / UWish - XR Experience Strategy, Baron Davis Enterprises
- Storytek - Tech Mentor, Content & Media - 10 Week Tech Accelerator, Tallinn, Estonia
- Augsense - Advisor, AR Company - Spatial Mapping Pathways for Persons Visually Impaired
- Zeitgeist Design + Production - Business Development - Themed Entertainment / LBE / FEC
- "VRaptitude" - Product Design - VR Platform, EdSim Challenge, US Department of Education
- Microsoft® and Lenovo® - Proposal and Design - Indie gaming project based in UK
- "Telepresence Operators" - Proposal - CHASE® Bank and Gensler Architects for Sundance
- "The Freedom Dome" - Producer, interactive installation - CTIA and Gmmb, a social cause agency
- "The WIRED Home" by LivingHomes® - Production, Marketing, a Ray Kappe house
- Opportunity Green - Business Development - Marketing, Advisory Board
- "NextFest" - Business Development, Marketing - WIRED Magazine

The National Constitution Center (2010 – 2014)
Vice President, Digital Innovation and Integration
- Created overall digital strategy for Center within $14M operating budget
- Integrated an enterprise digital strategy including physical and virtual visitor experiences for the entire Center's mission; Main Museum, Town Hall Debate, Civic Education
- Senior Staff, Senior Management, and Business Development "Task Force" team, revising the Center's 5-year Strategic Plan and Board metrics for long-term success
- Designed, built, and launched new website, mobile, social campaign strategies, as well as two highly regarded interactive exhibits. Projects include; business and revenue analysis
- Re-strategized Center's overall IT systems, data publishing system, CRM infrastructure
- Made the Constitution "contemporary" and relevant to next generation
- Established relationship with disability community, including assistive and adaptive technology practices to personalize "We the People" experience
- Planned first "Digital Independence Mall Collective," 52 participating institutions

Walt Disney Parks and Resorts Online / Disneyworld.com (2002 – 2004)
Sr. Producer / Sr. Project Manager
- Overhauled the $3M Disneyworld.com release – increased ticket sales by 20%
- Lead 25-member team in sync, including: Engineering, IA, Design, Content, Test/QA
- Invited to participate in re-architecting EPCOT with new technology

IBM – Centers For Innovation: Los Angeles {Global and Business Innovation Services} (1999 – 2002)
Sr. Creative Producer / Sr. Project Manager
- Provided first-time e-commerce web innovation for: Hilton, JDSUniphase, Mazda, American Express, Stan Lee Media and Boeing. Budget range from $4M – $40M
- Developed 3D real-time collaborative engineering, AI Avatar prototypes, Pervasive, WAP, and Ubiquitous computing projects including first e-chalkboard for laser design

DreamWorks Interactive {of DreamWorks SKG & Microsoft} (1996 – 1999)
Associate Producer / Producer / International Localization / Sr. Producer, Development of New Content
- Managed 15 member team(s); including $2M budget and 18-month development cycle for PSX, PS2, MAC ports, and PC, including NTSC and PAL
- Generated game ideas for Steven Spielberg, Hasbro, Activision, EA and Microsoft
- Supervised European and Asian localizations and translations minimizing piracy deltas
- Presented, demo'd and attended: E3, ECTS, ACTIVATE, SIGGRAPH, and (C)GDC

Digital Planet {first network-based content development company} (1994 – 1996)
Web Design team for online marketing of feature films and new product pitches
- Created Design for: USPS, Allstate, Microsoft, Intel, WWF, MSNBC, Universal / MCA

EDUCATION

- Boston University, School of Visual Arts
  Boston, Massachusetts, BFA (1991)

- University of California Los Angeles, UCLA
  Los Angeles, California, Entertainment
  New Media Program (1994)

- Silicon Studios, Los Angeles, California
  SGI Animation (1996)

UPCOMING ENGAGEMENTS (2022)

Moderator - Metaverse in Themed Attractions - TEA, Themed Entertainment Association, Virtual (2022)

Workshop / Speaker - Dropping into the Metaverse 101- Treefort Music/Tech Festival, Boise, Idaho (2022)

Speaker/Moderator - SXSW - Austin, TX (2022)

PAST ENGAGEMENTS

Podcast Guest - Threedium - Design in the Metaverse - with Michael Toner (2022)

Speaker - GatherVerse Summit - Being Human, Becoming Human, Beyond Human, SF, CA (2022)

Keynote / Jury Chair - AUREA Award, AR/VR, Immersive Conference, Europa-Park, Rust, Germany (2022)

Panelist - Tech Circus, Metaverse Conference, London, UK (2021)

Speaker / Panelist - AWE - Augmented World Expo, Santa Clara, CA (2021)

Speaker / Panelist - ILA - Artificial Intelligence Los Angeles, CA (2021)

Speaker - University of Idaho - Virtual Technology & Design Research, Moscow, Idaho (2021)

Speaker - Indigenous Peoples & Neurodivergent Communities in the Metaverse, Hackfort, Boise, Idaho (2021)

Art Residency / Speaker -   IRL vs. XR, Immersive Art, Surel's Place, Boise, Idaho (2021)

Speaker - Merging Realties, Lethbridge College, Alberta, Canada (2021) - postponed

Speaker - FMX2021 - Filmakademie Baden-Wuerttemberg, Animationinstitut, Stuttgart, Germany (2021)

Jury Chair - AUREA Award, Excellence in XR, Europa-Park, Rust, Germany (2021)

Keynote Speaker - AUREA Award, The Future and Present Converge(s), Europa-Park, Rust, Germany (2021)

Panelist - Augmented World Expo, AWE Nite LA - Digital Democracy, Los Angeles, CA (2020)

Panelist - Augmented World Expo, AWE Nite LA - Ethical Considerations for Emerging Tech, Los Angeles, CA (2020)

Speaker - VRTO on The Flotilla - "Virtual Humans / Digital Twins", Toronto, Canada (2020)

Speaker - Urban Land Institute (ULI) - Spring Virtual Conference - "Flatverse to Metaverse" (2020)

Speaker - LAForward7 of Perkins & Will Architecture Firm, "Flatverse to Metaverse" (2020)

Keynote - FMX2020 - "Meet Your Digital Twin", Stuttgart, Germany (2020) - postponed

Panelist - NAB - USC's vETC, Virtual Beings, Las Vegas, NV (2020) - postponed

Moderator / Speaker - Treefort / Hackfort - Burningman to ReadyPlayerOne, Boise, ID (2020) - postponed

Co-Speaker - Treefort / Storyfort - Immersive Storytelling & Virtual Beings, Boise, ID (2020) - postponed

Jury Chair / Keynote Speaker - The Aurea Awards, Europa-Park® 2nd ever AR/VR Awards Show (2020)

Panelist - Institute For The Future, 10yr. Forecasting Summit, SF, CA (2020)

Speaker - The I/O Summit, Lincoln, NE (2019)

Speaker - USC's vETC Grand Convergence: Virtual Beings LA, CA (2019)

Speaker - GrayAreaFestival.io, SF, CA (2019)

Speaker - The Guardians,"Meet Your Digital Twin", LA, CA (2019)

Trailblazer Speaker - AIShowBiz, "Meeting Your Digital Twin" - Redwood City, CA (2019)

Podcast Guest - Combat Radio - Brigade Radio One - Universal® - Host: Ethen Dettenmaier (2019)

Interviewer - MiceChat - Disney® Legend, Buzz Price - Buzz Stories at Thirty Thousand Feet (2019)

Speaker - Treefort / Hackfort, "The 5 Personas of You" - Boise, ID (2019)

Speaker - World IA Day - Design For a Difference - "The Future is Overrated," Los Angeles, CA (2019)

ENGAGEMENTS (ct'd)

Panelist - Emerging Tech: The Evolution of AR/VR Technology - Boston University Alumni (2019)

Jury Chair / Keynote Speaker - The Aurea Awards, Europa-Park® 1st ever AR/VR Awards Show (2018)

Published Article - Laupäevaleht Estonia - Kathleen Cohen. Naine, kes mõtestab tulevikku (2018)

Speaker - Chief Innovation Officer Summit - "Our Future is Overrated Compared to Human Ingenuity" (2018)

Speaker Series - Storytek - Weekly Speaker Series, invited guests from all over the globe, Tallinn, Estonia (2018)

Speaker - Tallinn Music Week / Creative Impact Conference - Speaker - Tallinn, Estonia (2018)

Moderator / Speaker - Themed Entertainment Association (TEA) - " Future of Engagement and Storytelling" (2018)

Course Speaker - General Assembly - UX / UI, Gaming & Experience Design (2018)

Panelist - SpaceTech Summit - Draper U, "From Corporations to Citizens" (2018)

Speaker - Storytek - Tallinn, Estonia - AV, Tech, Entrepreneurs & Content Creators (2017)

Panelist - AI.LA - New Realities - Interactive Exploration of Art + Technology (2017)

Event Speaker - Product School - "Gaming, Storytelling and Experience Design" (2017)

Keynote Speaker - Treefort / Hackfort Music Festival, "Creative Thinking and Immersive Environments; A Talk about Purpose and Joy", Boise, ID (2017)

Speaker - Product School®, "A PM's Life in Experience Strategy", Santa Monica, California (2017)

Speaker / Panelist - Makers Conference, Assoc. for Learning Environments, "Make>Play>Learn" (2016)

Speaker - Urban Land Institute, Entertainment Development Council, Fall NYC Conference "The Future of the Experience, 2.0" (2014)

Speaker - Urban Land Institute, Entertainment Development Council, Spring Vancouver Conference "The Future of the Experience, 1.0" (2014)

Published Article - IPM / InPark Magazine "Big Data and Your Institution" (2014)

Poptech.org - Thought Leaders Conference, Camden, ME (2013-2016)

Speaker / Panelist - IAAPA Orlando, Florida, "Future Legends Within the Industry" (2013)

Non-Profit Fellowship - EYEO Festival, Creative Coders Conference, Minneapolis, Minnesota (2013)

Guest Blogger - Disability.gov, "We the People, Means All the People" (2013)

Creator, Moderator, Panelist - Social Media Week, "Accessibility is Not a Four-Letter Word" Chicago, Illinois (2011)

Board Research Team - FOG, Friends of the Gateway, San Francisco, California (2010)

Ongoing Juror - Arts & Sciences, Interactive Media Peer Group, the Emmy® Awards, hosted by Academy of Television (2010–PRESENT)

Speaker Session - O'Reilly's Etech '08, "Urban Media Project", Birds of a Feather session (2008)

Inverviewed for book - by author Pam Gilberd, *What Wildly Successful Women Want You to Know* (2007)

Panelist - Women in Animation {WIA} "Production Management in Animation" (2003)

Panel Creator and Moderator - Warner Brothers®, Broadband and Animation Seminar (2002)

Panelist - Los Angeles Annenberg Metropolitan Project (LAAMP), "Technology across Curriculum," (2001)

Lecturer - Santa Monica College, School of Entertainment and Technology, "Women in Technology," (2000)

Interviewed for Book - by authors John Gerland, Eva Sonesh-Kedar, Digital Babylon - *How the Geeks Tried to Bring Hollywood to the Internet* (1998)

Speaker - Activate '98, Ireland, Activision® PlayStation Development (1998)

Demo Presenter - Electronics Entertainment Expo - E3 (1997-2000)