KATHLEEN COHEN

XR Immersive Design
and Experience Strategy

(310) 995-3995   kc@kathleencohen.com   www.linkedin.com/in/kathleencohen

OVERVIEW

Senior Creative Leader and Executive Producer with over 25 years in immersive media & entertainment, and digital transformation. Proven expertise shaping strategy and scaling teams across XR/AR/VR, gaming, AI/GenAI, and spatial computing. Skilled at implementing creative technology with multidisciplinary groups and prioritizing ethical, values-driven frameworks. Dedicated to advancing future-ready solutions and fostering thought leadership for strategy, production, and emerging technology.

SKILLS

- Experience Design Strategy / UX
- Themed Entertainment Development
- Location Based Experiences
- XR/AR/VR/MR
- Spatial Computing
- AI / GenAI / 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

PROFESSIONAL EXPERIENCE

The Collaboratorium, Inc. [Present]

Principal / Founder

NASA / JPL Consortium Project: Leadership Team, AI centered Digital Twin, Smart Cities LA28, presenting @ SXSW 2026

Reclamation: Leadership Team, Executive Producer, XR/AI, working with Caltrans, LATTC, ASU, twinning abandoned parcels of land into urban farms

Likeness & Legacy Project: Strategic Consultant, XR immersive, creator of digital humans, Virtual Human Index

Location Based Entertainment (LBE), Location Based VR (LBVR): Strategic Consultant for themed attraction, XR immersive

What Should We Do (WSWD) - NYC: Strategic Consultant, Producer

ACM SIGGRAPH: Consultant, annual conference / 21st C. Digital Presence - data & analytics

The Black Santa Company / UWish XR: Experience Strategy, Baron Davis Enterprises

Storytek: Tech Mentor, Content & Media - Tech Accelerator, Estonia

Augsense: Advisor, AR, Spatial Mapping Pathways for Visual Impairment

Zeitgeist Design + Production: Consultant, Business Development - Themed Entertainment / LBE / Family Entertainment Centers (FEC)

VRaptitude: Visionary, Product Design - VR Platform, EdSim Challenge, US Department of Education

Microsoft® and Lenovo®: Proposal and Design - Indie gaming project based in UK

Telepresence Operators: Producer of Proposal - CHASE® Bank and Gensler Architects, for Sundance Film Festival

The Freedom Dome: Producer, interactive installation – CTIA & Gmmb, a social cause agency

The WIRED Home by LivingHomes: Production, Ray Kappe house

Opportunity Green: Business Development - Marketing, Advisory

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" with 52 participating institutions

BOARDS / MEMBERSHIP

Board Member: Aura Engine

Bringing advanced spatial simulation, data visualization, and XR tools across various industries, focused on integrating AI & AR into urban planning and infrastructure.

Board Member: holoride®

holoride is an in-car entertainment platform that uses virtual reality (VR) to create motion-synchronized experiences for passengers by linking extended reality (XR) content to a vehicle's real-time movement data. It turns a car into a moving theme park.

Member: The Television Academy

Emerging Media Programming Peer Group Juror, member since 2010

EDUCATION

Boston University, School of Visual Arts

BFA, Boston, Massachusetts, 1991

University of California Los Angeles

UCLA Entertainment New Media Program
Los Angeles, California, 1994

Silicon Studios

SGI Animation VFX Pipeline
,Los Angleles, California, 1996

PROFESSIONAL EXPERIENCE, Ctd.

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: DreamWorks SKG & Microsoft [1996-1999]

**Associate Producer / Producer, 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 Designs for: USPS, Allstate, Microsoft, Intel, WWF, MSNBC, Universal / MCA

KATHLEEN COHEN

XR Immersive Design
and Experience Strategy

(310) 995-3995   kc@kathleencohen.com   www.linkedin.com/in/kathleencohen

UPCOMING ENGAGEMENTS

Moderator / Creator: Immersive Education Series for Themed Entertainment Association (TEA): AI and the Themed Entertainment's Creative Toolkit (2026)

Speaker: Treefort / Hackfort Festival: AI and the Artist Journey, Fireside Chat with AuraEngine (2026)

PREVIOUS ENGAGEMENTS

Speaker: SXSW, The City That Plays: Digital Twins Reimagining LA & Beyond (2026)

Jury Chair / Speaker: Aurea Award 8, Europa-Park "Through the Looking Glass" (2026)

Speaker: Climate Center: Game Jam on Climate & Sustainability (2025)

Curator / Panelist: SXSW: Reclamation City: A Digital Twin Project (2025)

Jury Chair / Keynote: Aurea Award, Europa-Park®, Creative Convergence (2025)

Curator / Panelist: SXSW: Reclamation City: A Digital Twin Project (2025)

Speaker / Moderator: Augmented World Expo (AWE): "Bono: Stories of Surrender," and Nona Hendryx, "The Dream Machine," (2025)

Speaker: AI Symposium, Los Angeles County Office of Education, Reclamation (2024)

Speaker / Moderator: Augmented World Expo, "City of LA & Innovation" (2024)

Featured / Guest of Honor: Westside Digital Mix (2024)

Speaker / Curator: Themed Entertainment Association (TEA), The Immersive*verse (2024)

Podcast / Guest Speaker: The World Beyond, Michael Mack, CEO of Europa-Park® (2024)

Speaker / Jury Chair: Aurea Awards 6, Europa-Park® (2024)

XR / AI Contributor: Research PhD, U of West Indies (2024)

Article: Published by Institute for Mechatronic Systems Design IEM, Germany (2023)

Moderator: Milken Institute, Global Conference, "Journey into Immersive Worlds" (2023)

Article: Manager Magazine, Business Monthly, Germany (2023)

Speaker: Gatherverse S.H.E. Summit (2023)

Speaker: LA Girls Academic Leadership Academy, GALA (2023)

Moderator: Infinity Festival, LA (2022)

Podcast: TEDx, Making Waves (2022)

Panelist: Milken Institute, Global Conference, Into the Metaverse (2022)

Speaker: AWE, Indigenous and Neurodivergence, In-World (2022)

Speaker: AWE, holoride® Experience (2022)

Speaker: SXSW, holoride® , Audi Pavillion (2022)

Speaker: Immerse Global Summit, VRARA (2022)

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

Keynote / Jury Chair: Aurea Award, AR/VR AI Conference, Europa-Park® (2022)

Speaker: Themed Entertainment Association (TEA), Metaverse Education (2022)

Workshop Leader / Speaker: Dropping into the Metaverse - Treefort Tech Festival (2022)

Podcast Guest: Threedium - Design in the Metaverse (2022)

Moderator: RealTime Conference on Tech Humanism, Digital Twins (2021)

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

Curator and Panelist: AWE, IRL vs. XR (2021)

Speaker / Panelist: AI LA - Artificial Intelligence Los Angeles, CA (2021)

PREVIOUS ENGAGEMENTS (ct'd)

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

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

Speaker: Indigenous Peoples & Neurodivergent Communities in the Metaverse, (2021)

Artist Residency: NEA Funded - Surel's Place, Boise, Idaho (2021)

Speaker: IRL vs. XR, Immersive Art, Surel's Place (2021)

Speaker: Merging Realties, Lethbridge College, Canada (2021), invited

Speaker: FMX - Filmakademie Baden-Wuerttemberg, Animationinstitut (2021)

Jury Chair: Aurea Award, Excellence in XR, Europa-Park® (2021)

Keynote Speaker: Aurea Award, The Future and Present Converge(s), Europa-Park® (2021)

Panelist: AWE Nite LA - Digital Democracy, Los Angeles, CA (2020)

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

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

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

Speaker: LAForward7, Perkins & Will, Architecture Firm, Flatverse to Metaverse (2020)

Keynote: FMX - Meet Your Digital Twin, Germany (2020), invited

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

Moderator / Speaker: Treefort Tech Fest - Burningman to ReadyPlayerOne (2020)

Co-Speaker: Treefort / Storyfort - Immersive Storytelling & Virtual Beings (2020)

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

Panelist: Institute for the Future (IFTTF), 10yr. Forecasting Summit (2020)

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

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

Speaker: GrayAreaFestival.io, Meet Your Digital Twin, 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 Studios® (2019)

Interviewer: MiceChat - Disney® Legend, Buzz Price - Buzz Stories (2019)

Speaker: Treefort / Hackfort Music/Tech Fest, The 5 Personas of You (2019)

Speaker: World IA Day - Design for a Difference - The Future is Overrated (2019)

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

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

Published Article: Laupäevaleht Estonia - Naine, kes mõtestab tulevikku, Estonia (2018)

Speaker: CIO Summit - Our Future is Overrated Compared to Human Ingenuity (2018)

Speaker Series: Storytek - Weekly Speaker Series, Estonia (2018)

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

Moderator / Speaker: 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)

PREVIOUS ENGAGEMENTS (ct'd)

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

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

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

Keynote Speaker: Treefort / Hackfort Tech Festival, Creative Thinking
and Immersive Environments; A Talk about Purpose and Joy, (2017)

Speaker: Product School®, A PM's Life in Experience Strategy (2017)

Speaker / Panelist: Assoc. for Learning Environments, Make>Play>Learn (2016)

Speaker: Urban Land Institute (ULI), The Future of the Experience, 2.0, Fall (2014)

Speaker: Urban Land Institute, (ULI) Entertainment Development Council, Spring (2014)

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

Contributor: 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 (2013)

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

Creator / Panelist: Social Media Week, Accessibility is Not a Four-Letter Word (2011)

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

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

Book Interview: What Wildly Successful Women Want You to Know (2007)

Panelist: Women in Animation (WIA) Production Management in Animation (2003)

Creator / Moderator: Warner Brothers®, Broadband and Animation (2002)

Panelist: Los Angeles Annenberg Project (LAAMP), Tech across Curriculum (2001)

Lecturer: Santa Monica College, School of Entertainment Technology (2000)

Book Interview: Digital Babylon - How Geeks Tried to Bring Hollywood
to the Internet (1998)

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

Presenter: DreamWorks Interactive, Electronics Entertainment Expo (E3) (1997+)