

# JESSE EASDON

ENGINEERING / INNOVATION

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jesseeasdon.com

## ABOUT ME

I have been engineering/designing for over 10 years. I received my undergraduate degree in electrical engineering. Since then I have combined my love of engineering and entertainment. During my time at the University of Texas at Austin, I researched XR (extended reality) and its impact on engagement and cognitive retention. I now work for WIN Reality running the Technology and R&D departments.

## EDUCATION

University of Texas at Austin | 2017 - 2020

Master of Fine Arts, Integrated Media

Embry Riddle Aeronautical University | 2009 - 2013

Bachelor of Science, Major in Electrical Engineering

## EXPERIENCE

**Director of Technology and Innovation**

Aug 2018 - Present

WIN Reality

At WIN I report directly to the CEO. I was vital in our series A funding round where we raised over \$40mil. Day to day I focus on creating POCs for the executive team and helping our legal team with our patent writing. I have also led the team on our product manufacturing and procurement efforts.

**Head Entertainment Designer (for Asia market)** May 2016 - Sep 2017

Royal Caribbean International

Designed entertainment shows on many of the ships in the International market. I created multiple immersive experiences utilizing XR technology. Spearheaded the sale of lighting and special effects equipment from the Legend of the Seas during her sale to Tui Cruises.

**Broadcast Engineer**

Apr 2014 - Nov2015

T.L. Mobile Television

Worked under the Head Engineer on a broadcast truck that was contracted through ESPN. Responsible for ensuring that the crew set up and tore down all the equipment properly and that broadcast was ready on time. Helped pioneer ESPN fiber broadcasting.

## PROFESSIONAL SKILLS

Adobe Creative Suite  
Product design  
Python, C++, Java  
Unreal Engine  
Unity  
Project management  
Broadcasting  
Business-to-business  
Global Market Prediction  
CAD design  
Social media strategy  
Marketing

## PERSONAL SKILLS

Creative spirit  
Time management  
Public Speaking  
Team player  
Fast learner  
Reliable  
Professional  
Organized  
Motivated