

Jamie Guterman

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Portfolio: jamieguterman.com

PROFESSIONAL EXPERIENCE

Educator, FabLab Miami | Miami, Florida

Dec. 2024- Present

- Creating STEM focused lesson plans to build youth confidence and interest in robotics, 3D modeling / printing, XR, coding, and technology-focused careers
- Providing coding and other technology assistance during STEM lessons within the FabLab

Creative Strategy Intern, TH Experiential | Remote

June-Aug. 2024

- Worked alongside industry professionals to develop experiential marketing proposal ideas and pitch decks for digital, physical, and hybrid activations
- Researched market trends across technology, marketing, social media, fabrication, and design sectors
- Worked with high-profile clients including Sephora, Nordstrom, KISS, and more

Digital Media Intern, Innovation Hub at Florida State University | Tallahassee, Florida

Aug. 2023-May 2024

- Marketed the Innovation Hub and our design thinking programs by ideating, designing, and building gamified augmented reality Snapchat Lenses with Lens Studio
- 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
- Conducted research into creating a web-based augmented reality tour of the Fabrication Lab inside of the Innovation Hub

Digital Content Innovation, Web3 Intern, Universal Orlando Destinations & Resorts | Orlando, Florida

May-Dec. 2023

- Developed the strategy behind implementing story-first, gamified VR, AR, AI Chatbot, and Web3 activations within Universal Orlando Destinations & Resorts marketing (both in-park and in-market) through brainstorming, writing creative briefs, and designing pitch decks
- Collaborated with team members to create brand-forward concepts for virtual reality games for Meta Quest VR headsets
- Monitored and analyzed performance metrics for social media activations to optimize engagement and impact
- Built an original augmented reality filter in Meta Spark Studio for the official Universal Orlando Instagram account

Home Baker, Cookies by Jamie | Florida

June 2020-Present

- Baked and decorated over 600 custom cookies for birthdays, events, and holidays, utilizing royal icing to create personalized designs
- Mastered royal icing consistency, advanced piping techniques, and perfected sugar cookie recipes to create professional-grade custom baked goods
- Teach cookie decorating classes at the Jewish Association for Residential Care (JARC), an organization that provides group homes, apartments and vocational training for adults with intellectual and developmental disabilities
- Run the Cookies.By.Jamie instagram, showcasing my designs and marketing my brand

LEADERSHIP EXPERIENCE & INVOLVEMENT

Volunteer, STARS Computing Corps | Tallahassee, FL

Jan. 2023-Present

- Mentored hundreds of students by traveling to Florida elementary, middle, and high schools and teaching about how to get involved in STEM, the future of VR / AR, 3D printing, and other computer science topics
- Presented about leadership and team building in STEM at the 2024 Technology Student Association national conference

PROJECTS & AWARDS

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 an on-campus exhibit displaying student artwork and essays addressing the relationship between mental health and social media

EDUCATION

Florida State University | Tallahassee, FL

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

Major: Information, Communication & Technology *Minors:* Innovation & Psychology

3.965

SKILLS:

Proficient: Microsoft Office Suite, Google Workspace, Figma, Qualtrics, Adobe Creative Suite, Meta Spark Studio, Miro, Workfront, Slack, Snap AR Lens Studio, design thinking

Familiar With: Blender, AutoCAD, Fusion 360, Unity, HTML, JavaScript, TouchDesigner