

William Yao

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Creative Technologist | Software Engineer | Film Director/Producer

Multi-disciplinary creative technologist with extensive experience blending **immersive AR/VR technologies**, **interactive multimedia**, and **performing arts** (film, choreography). Proven success in leading large-scale creative projects, including **Grimes' Coachella 2024 show**, the **Off-Broadway production "Daydreamers"** and award-winning short films. Excels in **full-stack development**, with an emphasis on **integrating cutting-edge technology into artistic frameworks** to craft **real-time immersive experiences**. Featured at **Cannes XR 2020** for innovation in AR and VR storytelling.

EDUCATION

Johns Hopkins University, Baltimore, MD 08/28/2014 – 05/24/2018
Bachelor of Arts in Film and Media, Bachelor of Arts in Computer Science
Dean's List

CREATIVE DIRECTION EXPERIENCE

Pavillia, New York, NY 12/14/2019 – Present
Founder, Director & Producer

- Directed and produced live performances of **25+ sold-out shows** in 4 months, driving **\$60,000** in revenue
- Created award-winning short films and music videos across a global team in **5+ countries**
- Led go-to-market strategies for projects and built client relationships with **Samsung, Coach, Adobe, EA**
- Oversaw a team of **50+** artists, directors, production crew, and talents, including hiring and development
- Built a community of support and provided job opportunities to young creatives in the dance and film scene

Grimes Coachella 2024, New York, NY 2024
Creative Producer

- Spearheaded the creative vision and execution for Grimes' headline performance at **Coachella 2024**, incorporating cutting-edge visual and interactive elements
- Managed a multidisciplinary team of **30+** designers and engineers to deliver an innovative live experience
- Incorporated the use of immersive technologies, such as **AR and VR**, to enhance audience engagement

Daydreamers OFF-Broadway Immersive Dance Show, New York, NY 2019 – 2020
Director, Producer

- Pioneered a fusion of contemporary dance and interactive multimedia, pushing the boundaries of traditional performance art by integrating audience interactivity and real-time technology
- Seamlessly integrated film projections, dynamic lighting design, and large-scale installations to transform the audience into active participants, creating a **multi-dimensional experience** of self-discovery and connection
- Garnered widespread critical acclaim, with reviewers highlighting it as a 'living film' and a 'synergy between dance, film, visual arts, and photography,' cited by **TIMEOUT, ALL ARTS, and BAZA Studio**

Gratitude gARden, New York, NY 2020
Creative Technologist

- Awarded **Top Finalists at Cannes XR 2020** for immersive technologists connecting storytelling and film
- Managed a global team of 10+ members and facilitated conversations between engineering and design
- Led the development of **Augmented Reality** by rapid prototyping features, narratives, and user experiences
- Defined product requirements and road map for a virtual **Augmented Reality Exhibition**

TECHNICAL EXPERIENCE

Bloomberg, New York, NY 08/22/2018 – 10/01/2023
Software Engineer

- Designed and engineered front-end solutions for **Bloomberg.com** to enhance accessibility and interactivity, which led to a **20% increase in user traffic** and significantly expanded the international audience
- Partnered with front-end engineers to establish the **new user interface standards** for Bloomberg web products, leading to a **25% reduction in company-wide development time** and increasing cross-team collaboration
- Integrated **behavioral analytics** across multiple applications, increasing client interaction with premium features
- Implemented full-stack solutions for the Vault team to manage, monitor, and onboard compliance officers

Semesterly, Baltimore, MD

09/01/2016 – 05/24/2018

Software Engineer, Product Designer

- Designed and developed a **course scheduling platform** to replace colleges' antiquated enterprise software
- Over **469,000 unique timetables** created, **4,800** accounts and counting, 1,900 daily active users and counting, currently at 8 universities, 95% penetration at Johns Hopkins University
- Successfully **open-sourced** the codebase and now holding workshops at hackathons on how to contribute

Wayfair, Boston, MA

06/05/2017 – 08/11/2017

Android Software Engineer Intern

- Led **AR integration** into the mobile app to visualize 3D models in their environments, receiving **media coverage**
- Designed and implemented a **mobile front-end testing suite** to automate labor, exceeding quarter goal by **200%**
- Taught **department-wide workshops** to employees on how to write fast and smooth user interface tests
- Boosted **conversion rate by 3%** through overhauling the checkout user experience and developing new features

MAVI: Mobile Assistance for Visually Impaired, Baltimore, MD

02/11/2017

Full Stack Engineer

- HopHacks spring 2016 **finalist**, winner of Johns Hopkins's Best Healthcare Hack prize

Koala: Real-Time Conversation Translator, Baltimore, MD

10/02/2016

Full Stack Engineer

- HopHacks fall 2016 **finalist** and **2nd place** finisher, winner of Bloomberg's Standout Philanthropic Hack prize

Forkable, San Francisco, CA

06/01/2016 – 10/10/2016

Software Engineer, UI/UX Design Intern

- Developed a **web-app** incorporating AngularJS with Ruby on Rails to manage lunch orders for our clients
- Deployed to over **700** daily users in companies across 4 cities, generating over **50,000** meal orders per quarter
- Overhauled the splash page and decreased bounce rate by **20%**, now reaching over **1,500 unique** users each day

FILMOGRAPHY

"Give Me Love" Dir. William Yao, Director	2024
• Official selection at Vancouver Innovate Film Festival	
"TwitchCon Paris 2023" Documentary for SAMSUNG, Producer	2023
"Do I Know You" Dir. William Yao, Director	2023
"Our Gatekeepers" Dir. William Yao, Director	2023
"Stars Above" Documentary for HIDEAWAY CIRCUS, Co-Director	2021
"Love Like Movies" Music Video for Seol Ah & Remy, Director	2021
"A Short Film About Rainbows" Dir. Kenzie, Producer	2020
• Official selection at New York Lift-Off 2020 Film Festival	
"Creator Culture" Documentary for CASEY NEISTAT, Director	2019
"Tell The Girl" Music Video, Director	2019
"Neon Lights" Music Video for BDCP, Choreographer, Director	2019
Commercial for Gold's Gym, Director	2018
"Shark Bait" Dir. William Yao, Director	2018
• Official selection at Entholigy 2018 Film Festival	
• Official selection at Canada China International 2019 Film Festival	
• Official selection at Johns Hopkins University's 2018 Outstanding Student Film Screening	
"Lone: A Study on Sounds of Silence" Dir. William Yao, Director	2017
• Official selection at Johns Hopkins University's 2016 Outstanding Student Film Screening	
"Calvin's Gluttony" Dir. William Yao, Animator	2017
• Official selection at MICA's 2017 Film Festival	

SKILLS

AR/VR & Immersive Tech: Unity3D, Unreal Engine, ARCore, ARKit, WebXR, 360° Video

Programming: JavaScript (ReactJS, Node.js), Ruby on Rails, Java, C++, Scala, Python

App Development: iOS/Android development, Mobile Game Development, Fullstack Web Development

Data & Tools: UNIX, Git, RESTful APIs

Artistic Skills: Drums, Guitar, Chinese Bamboo Flute, Choreography and Dance

Languages: English & Chinese (native), Japanese (intermediate), Korean (beginner)