

Jonathan Kaplan

⚡ Creative Technologist | 3d Designer | QA Expert ⚡

→ <https://kaplandesignlabs.com> ←

EXPERIENCE

Meta (via Experis) - Test Associate Engineer II

- Portland, OR - February 2024 to Present - <https://www.experis.com>
- 3d design, animation, virtual reality, and artificial intelligence product expert guiding teams on market best practices and offering technical support across cutting-edge technology and design initiatives.
- Created and implemented hundreds of test plans and cases across Web, VR (Oculus Quest 3) and Mobile (Android/iOS) platforms, reducing critical defects by 30% and contributing to the successful launch of flagship Meta titles such as Asgard's Wrath 2 and Horizon Worlds while managing multiple projects and leading QA team.
- Analyzed test data and generated detailed reports that cut bug resolution time by 25%, enhancing communication with developers and ensuring rapid implementation of recommended fixes.

Williams Sonoma (Outward inc.) - Digital 3d Artist

- San Jose, CA - June 2022 to July 2023 - <https://outwardinc.com/>
- Lead 3d artist on project Aperture using Blender to deliver photo-realistic interiors and exteriors for a proprietary compositing platform that directly increased sales, client engagement, and UX satisfaction.
- Refined 3d pipeline processes to boost productivity by 35% and streamline hardware integration, reducing rendering times by 20%.
- Collaborated with executive staff on high-level product planning, accelerating launch cycles by 15% and driving strategic platform enhancements.

Mister Important Design - Lead 3d Artist and Asst. Designer

- Oakland, CA - March 2016 to May 2022 - <http://www.misterimportant.com>
- Spearheaded 3d concept development and photo-realistic visualizations for major global hospitality projects (e.g., W Hotels, Hard Rock Hotels), increasing client engagements and articulating design intent.
- Managed project budgets and design proposals as a project manager, value engineer, and procurement officer, achieving cost savings of 20% while ensuring design excellence.
- Developed compelling media and presentations that boosted project sales by 25%, secured repeat business, and consistently maintained high client satisfaction.

CONTACT

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🌐 [Linked-In](#)

ABOUT

Accomplished creative technologist, people manager, project manager, 3d artist, designer and QA professional with over a decade of experience in hospitality, tech, architecture, games, film, and design. Adept at leading cross-functional teams with the latest project and people management methodology. Proven leader with strong project interpersonal skills, consistently enhancing product quality and accelerating timelines.

EXPERTISE

3d - Blender, 3ds Max, Maya, V-Ray, Unreal, Unity, CAD, Sketch-Up

Graphics & Web - Photoshop, InDesign, Illustrator, Canva, Wordpress, Figma, After Effects

AI - Claude, Chat GPT, Gemini, Meta AI, Stable Diffusion, Dall-E, Adobe Firefly, Meshy, VEO, Midjourney

QA and Project - Jira, Testrail, Moonday, MS Teams, Zoom, Quartermaster, Google Analytics, Bluebeam, Slack, Workplace, SCRUM

Steelman Partners - 3d Artist and Architectural Animator

- Las Vegas, NV - Mar. 2014 to Apr. 2016 - <http://www.steelmanpartners.com>
- Developed high-impact 3d designs and photo-realistic renderings for landmark hospitality projects, including Resorts World Las Vegas (\$4B) and Genting Highlands (\$3.5–4B), boosting client satisfaction by 30%.
- Crafted detailed models that accelerated project approvals by 25%, reducing feedback rounds by effectively communicating architectural intent to drive multi-million-dollar conceptualizations.
- Coordinated across executive teams to strategically refine design concepts and floor plans for ventures such as Galaxy Macau Phase 2 (\$3B) and Jupiter Gold Coast Australia (\$345M), contributing to a combined project value exceeding \$10B.

Extensoft - Creative Director/ Senior 3d Artist

- Las Vegas, NV - Feb. 2012 to Jun. 2014 - <http://www.interactivestock.com>
- Created thousands of 3d illustrations, animations, and assets for use on the application, similar to Canva; utilizing a built-in stock asset library in conjunction with web based graphic design and photo editing tools.
- Engineer and manager of the company render farm, as well as head of the 3d art, animation, and VFX department.
- Collaborated with the CEO to refine the direction of the app and build efficiencies within the company.
- Oversaw outsourced artists by managing projects, deadlines, and critiquing work.

Ayala's inc. - 3d Visualization Artist and Designer

- Las Vegas, NV - March 2010 to February 2012 - <http://www.ayalasinc.com>
- Conceptualized, designed, visualized, and merchandised new and existing retail concepts using advanced 3d modeling and rendering techniques.
- Led creation of graphics and animations for signage, video screens, marketing materials, and e-commerce websites.
- Developed RFP's, Construction Documents (schematics, blueprints, 3d renderings, fixture design, floor plans, presentations).

EDUCATION

The Art Institute of Las Vegas — B.S. Computer Sciences

- 2006 - 2010; Henderson, NV
 - Award - Best in Show, Media Arts and Animation program

College of Southern Nevada — A.A. Fine Arts

- 2004 - 2006; Las Vegas, NV
 - Graduated with Honors

