

JONATHAN KAPLAN

Creative Technologist | AI Evaluation and Testing | Quality Assurance | Project Management

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PROFESSIONAL SUMMARY

Creative technologist, quality assurance (QA), AI evaluation specialist, and project manager with over 20 years of experience across AI, games, virtual reality (VR), architecture, 3D visualization, film, design, and customer operations. Recently contracted at Meta (via Experis), grading, benchmarking, and training internal generative and LLM AI models across multiple release cycles. Also served as a mobile games tester, software tester, Oculus tester, and software/ hardware compatibility expert across Meta Reality Labs, successfully supporting Live Services for Asgard's Wrath 2 (AAA) and Horizon Worlds content. Filed 300+ bugs and finished the contract ranked first in efficiency among a team of 20 testers. Identified ethical, legal, functional, and intellectual property (IP) risks in model outputs and escalated them as launch blockers. Previously led 3D, animation, VFX, QA, and customer service departments, engineered multiple 100+ node render farms, and managed budgets and client projects for global brands and design firms. Skilled in writing test plans, bug reports, and technical documentation. Adept in mentoring junior creatives, QA testers, engineers, and logistics staff. Experienced with Agile/ Scrum/ Kanban, Jira, SQL, and dashboards. Proven record using Claude, ChatGPT, Gemini, and other AI tools to streamline workflows.

CAREER HIGHLIGHTS

- **Creative leadership:** Directed the 3D Art, Animation, Motion Graphics, and VFX departments at Extensoft, managing the production pipeline, outsourcing workflows, and critiques. Led 3D concept development and client presentations at Mister Important Design, and partnered with executives and engineers on product planning at Williams Sonoma.
- **Large-scale environments and hospitality design:** Created designs, photoreal renderings, and technical animations for landmark hospitality projects at Steelman Partners on projects for hotels, casinos, nightclubs, cruise ships, and theme parks, along with VFX-heavy attraction concepts featuring lighting design and special effects shows (including Resorts World Las Vegas). Led 3D concept development, photoreal visualization, and client presentations for Mister Important Design working on global hospitality interior design projects (W Hotels, Hard Rock Hotels), with added responsibility for project management, value engineering, and procurement. Contributed to the sale of architectural and interior design projects through 3D visualization across multiple design firms.
- **Pipeline and technology:** Built 3D production pipelines at Extensoft and Williams Sonoma, including distributed render farms, asset libraries, and a bespoke backgrounds library for a machine-learning-based product photography platform.
- **VR, AR, XR and AI experience:** Contributed to launches across Meta Reality Labs (Asgard's Wrath 2, Horizon Worlds, Horizon Editor) and benchmarked and graded generative and LLM models over multiple release cycles. Use Claude, ChatGPT, Gemini, Midjourney, Stable Diffusion, Firefly, and Veo to speed up conceiving and production.

CORE SKILLS

Creative Direction and Leadership: Creative Concepting, Art Direction, Visual Storytelling, Department and Team Leadership, Mentoring, Critique and Quality Standards, Client Presentations, Stakeholder Collaboration, Project and Budget Management, Vendor Management, Agile, Scrum, Kanban

Immersive and Spatial Design: 3D Environments, Photoreal Visualization, Architectural Animation and Fly-Throughs, Lighting and Special Effects Concepts, Event and Experiential Concepting, VR / XR / Oculus (Meta Quest) Content and Testing, Real-Time Engines

Animation, VFX and Production Pipeline: 3D Animation, Motion Graphics, VFX, Render Pipeline Engineering, Distributed Rendering, Asset Library Management, Process and Pipeline Improvement, Technical Documentation, R&D and Tool Evaluation

AI-Enabled Workflows: Prompt Engineering, Generative AI (3D, Art, Video, Chatbot, Gaming), AI Model Evaluation and Benchmarking, Ethical, Legal, Safety, and IP Risk Identification

Software: 3ds Max, V-Ray, Blender, Maya, Unreal, Unity, FumeFX, After Effects, DaVinci Resolve, Final Cut Pro, Photoshop, Illustrator, InDesign, Figma, Canva, Procreate, SketchUp, Revit, CAD, Backburner, Bluebeam

AI Tools: Claude, ChatGPT, Gemini, Meta AI, Midjourney, Stable Diffusion, DALL-E, Adobe Firefly, Veo, Bolt

Collaboration and Data: Jira, Confluence, TestRail, Monday.com, SharePoint, Google Workspace, Microsoft Teams, Slack, Zoom, Excel, SQL, Dashboards, WordPress, Shopify, Analytics

PROFESSIONAL EXPERIENCE

Quality Assurance Engineer

Meta (via Experis) | Portland, OR | February 2024 – September 2026

AI Model Evaluation | Mobile Games Tester | Software Tester | VR/ Oculus Tester | Software/ Hardware Compatibility Expert

- Evaluated, tested, benchmarked, compared, and trained AI platforms (Generative + LLM AIT) using expert prompt engineering, data driven analysis, and advanced QA methodologies; identifying token bottlenecks, bugs, and ethical/ legal misalignments to drive fast-paced model launches forward while maintaining a high standard for safety, functionality, and user experience.
- Executed comprehensive software, hardware, and games testing across Oculus, Android, iOS, PC (40+ configurations), embedded in Reality Labs and contributing to the launch of flagship titles such as Asgard's Wrath 2 (AAA Games), Horizon Worlds (VR and Mobile Content HUB), and Horizon Editor (Creation Tools); plus unannounced/ upcoming Social, Gaming, and AI platforms.
- Utilized Agile/ SCRUM/ Kanban methodologies in conjunction with tools such as Jira, Confluence, and Test Rail to streamline QA processes, document technical challenges, and enhance team communication; consistently meeting project deadlines and ensuring 100% quality assurance satisfaction from project leaders and stakeholders.
- Developed strong collaboration skills, mentoring junior QA engineers while working closely with Developers, QAMs, and Producers on Launch Blockers, SEVS, Compliance, Performance, Compatibility, and Live Service triage.
- Finished contract with 300+ bugs filed across 3 project deployments; including at least a dozen Launch Blockers on topics ranging from Intellectual Property, Compliance/ VRC, Artificial Intelligence Misalignments, Compatibility, Performance, Graphics, and Functionality.

Digital 3D Artist

Williams Sonoma (Outward Inc.) | San Jose, CA | June 2022 – July 2023

- Key 3D developer for project "Aperture" as a Blender expert, creating photo-realistic 3D environments (interiors and exteriors) for use in a proprietary, machine-learning based photography platform, with outputs to a custom compositing application; placing real world goods into digital environments to streamline the way products are photographed for online retailers.
- Enhanced 3D pipeline processes, building out the bespoke backgrounds library by optimizing resource allocation, organizing assets, and reducing render times; boosting productivity by up to 50% and increasing user satisfaction with each new environment.
- Collaborated with Executives and Engineers on product planning to mitigate technical challenges; accelerating launch cycles and boosting sales by 15%.

Lead 3D Artist and Assistant Designer

Mister Important Design | Oakland, CA | March 2016 – May 2022

- Led 3D concept development, photo-realistic visualizations, and presentations for major global hospitality interior design projects (e.g., W Hotels, Hard Rock Hotels), reducing feedback rounds and increasing client engagements by 30%.
- Managed project budgets and design proposals as project manager, value engineer, and procurement officer, achieving 25% cost savings while maintaining design integrity.
- Acted as assistant interior designer, contributing to FF&E (furniture, fixtures, and equipment), floorplans, details, elevations, RFPs, account management, vendor communication, and custom/ spec designs.

3D Artist and Architectural Animator

Steelman Partners | Las Vegas, NV | March 2014 – April 2016

- Crafted 3D designs, photo-realistic renderings, and technical animations for over 100 landmark hospitality projects; including Luxury Residential, Casinos/ Resorts, Nightclubs, Restaurants, Cruise Ships, Theme Parks, Retail, and Mixed-Use Developments (e.g. Resorts World Las Vegas). This work encompassed interiors (Interior Design), exteriors (Architectural Facades and Environments), fly-throughs (Animated Presentations), and even VFX heavy attraction concepts (Lighting Design and Special Effects Shows).
- Utilized design, VFX, render pipeline, and project management software including 3ds Max, V-Ray, Photoshop, Illustrator, Revit, CAD, Backburner, After Effects, FumeFX, and Bluebeam; delivering on rapid timelines and managing multiple projects simultaneously.
- Fostered a collaborative environment by working alongside stakeholders/ principal designers, recruiting technical 3D artists, and mentoring junior staff on optimizing production workflows; resulting in increased efficiency, elevated

presentation quality, and reduced timelines; culminating in successfully selling projects while minimizing feedback rounds and increasing client satisfaction.

Associate Creative Director

Extensoft | Las Vegas, NV | February 2012 – June 2014

- Directed the 3D Art, Animation, Motion Graphics, and VFX departments; engineering the production pipeline and overseeing the creation of thousands of illustrations and animations; building out a stock library for a web-based design application similar to Canva.
- Engineered the internal asset library and render farm; ensuring organization, efficient rendering processes, and resource allocation of over 100 nodes (including servers); pioneering advanced distributed rendering techniques.
- Collaborated with the CEO to refine application direction and enhance studio efficiencies; as well as managing outsourced project assignments; critiquing work, setting deadlines, inputting metadata, and polishing deliverables.
- Led research and development initiatives (R&D); testing, benchmarking, documenting, and procuring animation, rendering, and design tools.

Retail Designer

Ayala's Inc. | Las Vegas, NV | March 2010 – February 2012

- Conceptualized, designed, visualized, branded, and merchandised physical and digital retail concepts through collaboration with stakeholders and principal designers.
- Developed advanced 3D models, animations, renderings, and construction documents (technical schematics, blueprints, floorplans, elevations) to convey design intent and streamline fabrication and construction.
- Led creation of media across all channels; including product packaging, apparel graphics, signage, wayfinding, wraps, video, branding, e-commerce/ web, proposals, presentations, marketing materials, product photography, and social media accounts.

Customer Service Manager

Stellantis (Chrysler) | Las Vegas, NV | July 2004 – May 2009

- Managed daily business operations and customer service initiatives at a flagship Chrysler, Jeep, and Dodge dealership; raising the bar for purchase, maintenance, and body-shop satisfaction.
- Recruited and hired internal operations and customer service staff; leading a team of up to 20 to optimize business performance, operational logistics, organization, and deliveries.
- Oversaw inventory tracking and security of over 2000 units; coordinating the successful completion of audits with Chrysler's corporate offices, ensuring compliance and accuracy while mitigating shrink and expenditures.
- Created a white-glove customer experience, personally handling the delivery of several cross country purchases as well as tending to individual complaints to ensure comprehensive customer satisfaction across departments.

EDUCATION

Bachelor of Science (B.S.), Computer Science

The Art Institute of Las Vegas | Henderson, NV | 2006 – 2010

- Academic Achievement Scholarship; Best in Show, Media Arts and Animation program

Associate of Arts (A.A.), Fine Arts

College of Southern Nevada | Las Vegas, NV | 2004 – 2006

- Graduated with Honors