

JONATHAN KAPLAN

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

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PROFESSIONAL SUMMARY

Creative technologist, quality assurance (QA) and 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. At Meta (via Experis), graded, benchmarked, and trained internal generative AI models across multiple release cycles. Also served as a mobile games tester, software tester, VR/ Oculus tester, and software/ hardware compatibility expert across Meta Quest, Android, iOS, and PC, and supported Live Services for Asgard's Wrath 2 and Horizon Worlds content. Filed roughly 300 bugs and finished the contract ranked first or second in efficiency among about 20 testers. Identified ethical, legal, and intellectual property (IP) risks in model outputs and escalated them as launch blockers. Previously led 3D, animation, and VFX departments, engineered a 100+ node render farm, and managed budgets and client projects for global brands and design firms. Skilled in writing test plans, bug reports, and documentation, and in mentoring junior QA testers, engineers, and creatives. Experienced with Agile/ Scrum, Jira, SQL, and dashboards, and uses Claude and other AI tools to streamline workflows.

CAREER HIGHLIGHTS

- **AI safety:** Escalated a training-data oversight that produced inappropriate model output into a launch blocker. The data was corrected before the model reached the market. Identified numerous IP related launch blockers.
- **AI evaluation:** Benchmarked internal generative AI models (3D, art, chatbot, and gaming) against at least five competing models across multiple release cycles.
- **Launch readiness:** Tested across Meta Quest, Android, iOS, and PC, including installation and PC/ graphics compatibility for Horizon Editor Standalone and numerous mobile games on Horizon Worlds. Supported Live Services for Asgard's Wrath 2 and Horizon Worlds content. Identified, diagnosed, and escalated major drivers related installation issues.
- **Output:** Filed over 300 bugs across Meta projects and ranked first in efficiency among 20 testers at contract end. Adept at managing multiple projects simultaneously while effectively meeting deadlines across technology and design roles.
- **Pipeline impact:** Increased 3D pipeline productivity by 30%, reduced render times by 20%, and accelerated launch cycles by 15% at Williams Sonoma (Outward Inc.).
- **Business impact:** Achieved 25% cost savings and a 30% increase in client engagements on global hospitality design projects (W Hotels, Hard Rock Hotels).
- **Leadership:** Directed 3D, animation, motion graphics, and VFX departments, engineered a 100+ node render farm, and mentored junior QA testers and creatives.

CORE SKILLS

AI Evaluation and QA: AI Model Testing, AI Model Benchmarking and Training, AI Output Grading, Competitive Model Comparison, Prompt Engineering, Generative AI (3D, Art, Chatbot, Gaming), Ethical, Legal, Safety, and IP Risk Identification, Edge Case Documentation, Bug Reporting, Defect Tracking, Image and Video Annotation, Test Plans, Test Cases

Testing and Compatibility: Mobile Games Testing, Software Testing, VR and Oculus (Meta Quest) Testing, Software/Hardware Compatibility Testing, Performance Testing, Installation and Driver-Dependency Testing, PC/Graphics Configuration Testing, Cross-Platform QA (Android, iOS, PC, VR), Visual and Functional QA, Live Services Support

Program and Process: Agile, Scrum, Kanban, Cross-Functional Collaboration, Project Management, Budget Management, Multi-Workstream Prioritization, Process and Pipeline Improvement, Technical Documentation, Training and Mentoring, Team Leadership, Remote Collaboration

Data and Tools: SQL, Jira, Confluence, TestRail, Excel, Dashboards, Slack, Monday.com, SharePoint, Google Workspace, Microsoft Teams, Zoom, Bluebeam

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

3D, Video, and VFX: 3ds Max, Blender, Maya, V-Ray, Unreal, Unity, CAD, SketchUp, After Effects, DaVinci Resolve, Final Cut Pro

Web and Digital: Photoshop, Illustrator, InDesign, WordPress, Shopify, Analytics, Photoshop, Illustrator, InDesign, Figma, Canva, Procreate

PROFESSIONAL EXPERIENCE

Quality Assurance Engineer

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

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

- Graded multiple versions of internal generative AI models (3D, art, chatbot, and gaming content) across several release cycles. Compared concurrent models trained on different datasets with different server and token access, and benchmarked them against at least five competing models.
- Identified intellectual property (IP) launch blockers in multiple instances, including unwanted IP in prompt response summaries, debug consoles, and generated art and 3D assets.
- Caught a model generating inappropriate content because of a training-data oversight. Escalated it with my QA manager to a launch blocker, given the ethical and legal risk for a model intended for a wide range of ages and demographics. The data was corrected and the issue never reached the market.
- Served as the software/ hardware compatibility expert for Horizon Editor Standalone, verifying that it installed with minimal additional drivers and launched and functioned reliably across a wide variety of PC and graphics configurations.
- Performed visual and functional QA as a mobile games, software, and VR/ Oculus tester across Meta Quest, Android, iOS, and PC, covering numerous mobile game titles on Horizon Worlds and upcoming unreleased platforms. Contributed to the launches of Asgard's Wrath 2, Horizon Worlds, and Horizon Editor, and was instrumental in supporting Live Services for Asgard's Wrath 2 and Horizon Worlds content.
- Filed roughly 300 bugs and finished the contract ranked first or second in efficiency among about 20 testers on the team. Identified defects, token bottlenecks, and ethical/ legal misalignments, annotated hundreds of images and videos, and documented findings in Jira.
- Wrote test plans, bug and media templates, and documentation on use cases, prompting best practices, pitfalls, and technical implementation. Streamlined test cases and improved the team's QA workflow across concurrent projects under tight deadlines. Mentored junior QA testers and engineers in bug reporting, prompting, and evaluating defects, safety risks, and security pitfalls.
- Applied Agile/ Scrum with Jira, Confluence, and TestRail, and used SQL and dashboards (Jira, Excel, and internal tools) in daily QA work. Collaborated with QA managers, engineers, and production teams until stakeholders were satisfied.

Digital 3D Artist

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

- Served as key 3D developer and Blender expert for Aperture (Outward Inc.), creating photo-realistic 3D environments (interiors and exteriors) for a proprietary product photography and compositing platform.
- Improved 3D pipeline processes, increasing productivity by 30% and reducing rendering times by 20%.
- Collaborated with executives and engineers on product planning, resolving technical challenges and accelerating launch cycles 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

- Delivered 3D designs, photo-realistic renderings, and technical animations for over 100 landmark hospitality projects (e.g., Resorts World Las Vegas), managing multiple projects simultaneously on rapid timelines.
- Used 3ds Max, V-Ray, Photoshop, Illustrator, CAD, and Bluebeam for design and project management.
- Collaborated with stakeholders and principal designers, and mentored junior artists on optimizing production workflows.

Associate Creative Director

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

- Directed the 3D art, animation, motion graphics, and VFX departments and engineered the production pipeline. Oversaw the creation of thousands of illustrations and animations for a stock library in a web-based design application similar to Canva.
- Engineered the internal render farm, managing resource allocation across 100+ nodes (including servers) and pioneering advanced distributed rendering techniques.
- Led research and development (R&D), testing, benchmarking, documenting, and procuring animation, rendering, and design tools.
- Collaborated with the CEO to refine application direction and operational efficiency. Managed outsourced assignments, critiqued work, and set deadlines.

Retail Designer

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

- Conceptualized, designed, visualized, branded, and merchandised new and existing retail concepts in collaboration with stakeholders and principal designers.
- Developed advanced 3D models, animations, renderings, and construction documents (schematics, blueprints, floorplans, and elevations) to convey design intent and streamline fabrication and construction.
- Led media creation across all channels, including product packaging, signage and wayfinding, custom graphics and video, branding, e-commerce websites, RFPs and presentations, marketing materials, photography, and social media.

Customer Service Manager

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

- Managed daily operations and customer service at a flagship Chrysler, Jeep, and Dodge dealership, resolving customer concerns and raising purchase and maintenance satisfaction.
- Recruited and hired operations and customer service staff, leading a team of up to 20.
- Oversaw inventory tracking and security for over 2,000 units, coordinating audits with Chrysler corporate to ensure compliance and accuracy, reducing shrink with 100% accounting accuracy.

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