




View my portfolio at <http://tylers.space>. 

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## Introduction

I'm a designer, maker, and entrepreneur. I'm committed to contributing to the future of interfaces because I believe that great things happen technology approaches the person in natural ways. I strive to make a difference at every organization that I'm a part of, and love to carry ideas from sketches to reality.

## Experience

### Co-Founder / COO & CCO at Holos, Inc.

May 2015 - Present

Holos is an XR OS that empowers people to compute spatially and allows developers to easily develop for this new paradigm. We're on a mission to create a humanistic interface that uncovers the great things that happen when people are allowed to naturally interface with computers. We have an entire ecosystem for web app cards and outside content that people can add to their spatial environment, allowing them to transition the content that they're already interacting with into this new environment.

### Co-Founder at Madison XR

August 2015 - Present

Founded in August 2015, Madison XR is a community of virtual and augmented reality (VR & AR) enthusiasts and developers who wish to build community and general public awareness of XR. We host events nearly every month featuring talks from local developers and companies, as well as special topical discussions about different aspects of the industry. We act as a hub for the state's activity in XR and have almost 700 members.

### Owner at Magnetize Media

June 2011 - 2017

Started my own creative services company in high school, offering portrait photography, website development and design, and illustration services for people and companies in the Sheboygan and Madison areas. I spent years building up my client base and have used this income to fuel my other entrepreneurial endeavors.

### Marketing at Spectrom (Acquired by MakerBot/Stratasys)

November 2014 - April 2015 (6 months)

Planned and led marketing efforts for a UW-based 3D printing startup during their push for beta users through their attendance at CES 2015.

## Skills

### People & Management

I am kind and relatable to everyone I meet and strive to be accommodating whenever possible. This outlook has helped me at every position I've held, from managing a small team at Holos to managing events and fostering a community of 600+ at Madison XR.

## Design & Product

My passion lies in design and product and I approach both of these topics with system thinking, recognizing that each element of the system must cooperate with the broader system. My work on Holos has given me time to intensely focus with this mindset.

## Technical

I'm proficient in Adobe After Effects and Sketch, and am advanced in Unity, Adobe Illustrator, Photoshop, and Lightroom. I'm proficient in Java, JS, Elasticsearch, Scala, and am advanced in HTML/CSS, AWS/S3/R53, Git, Wordpress, and REST. Heavy emphasis on leveraging frameworks to create a better experience for the person.

## Marketing

I have experience in building communities both online (through my experience with Spectrom and Holos) and in real life (like the Madison XR meetup group). Focused on centralizing people around an idea or product. I am excellent at writing and those samples can be found below and on my site.

## Education & Programs

### University of Wisconsin-Madison

Bachelor's Degree, Chinese Language and Literature, 2013 - 2017

Curriculum was rooted in Chinese, but I took a breadth of courses in Engineering, Computer Science, Digital Art, History, Sculpture, and Video Games & Learning.

### Discovery to Product Ignitor Program

Cohort #2, June 2015

Accepted into the program with turing<sup>VR</sup>, the precursor to Holos. Worked with D2P to build out our business plan, executive summary, financial projections, and to make connections within the industry. Received a \$60k equity-free grant after the completion of the Ignitor program.

### gBETA Madison Accelerator

Spring Cohort, March 2018

Taken in as 1 of 5 of 72 total applicants to participate in gBETA MSN. Used the program to fine-tune our messaging and direction with Holos and to expand our network across the state and country. Pitched 30+ VCs and met with 50+ mentors during the program.

### Madworks Seed Accelerator

Summer Cohort, June 2018

Holos was accepted as 1 of 5 teams participating in the summer cohort. The program allowed us to focus on corporate structure and governance as well as product development. A \$5k grant from the program allowed us bring on two summer interns to grow our team.

## Featured Writing

### *Approaching a Truly Natural Interface*

Published on Hacker Noon, ~1,000 unique reads with ~2,000 views.

Throughout the last 50 years, we have seen numerous interfaces come to light, some good, some bad, and some downright ridiculous. Where is the right balance between the magical, the familiar, and the powerful?

*Please don't 🤖 on VR*

Published on Hacker Noon, ~2,200 unique reads with ~4,200 views.

My response to Michael Seibel's post on the Y Combinator blog and subsequent discussion on Hacker News in Jan. '17. "We are moving at a breakneck pace, contrary to how it may look from the outside, and we've all made incredible progress towards making VR usable, personal, and compelling."

*Transport, Famine Relief, and Outsider Opportunity: Collaborations between East and West to Stabilize China from the 1910s to the 30s*

Capstone research project for my History 600 course, 20 pages, 41 sources.

My research used primarily first-hand sources to explore the motivations of John Earl Baker's relationship with China. The process of compiling and organizing the research during this project actually inspired a lot of the product at HoloS.