

GAMZE INANC

Creative Technologist & Interactive Experience Leader

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SUMMARY

Creative technologist and engineering leader with **8 years** building interactive experiences at the **intersection of design, motion, and code**. Most recently **Head of AR** at Subtropic Studios, leading a team of **up to 14** across **120+ projects** for clients including **Disney and Uber**. Earlier, shipped **25+ interactive camera effects** viewed **2.7B+ times** as an **Interactive Engineer at TikTok**, holding **two patents** in the space.

EXPERIENCE

Head of AR — Subtropic Studios (dba Surf Break) Jul 2023 – May 2026

- Led and grew a team of **up to 14** developers and designers (in-house and freelance), owning creative and technical direction, resourcing, and delivery of **120+ interactive projects** for clients including **Disney, Uber, Starbucks, Spotify**.
- Built the team's engineering foundations from scratch: **GitHub** version control, **Design & Engineering Best Practices**, shared **2D/3D asset library**, and **reusable project templates**, cutting rework **by a third** and speeding delivery.
- Pioneered the team's **WebAR** capability, powering Uber's first AR ad: an **Uber x Netflix Squid Game** activation reaching **172K views** and **116K unique players** at a **3.24% CTR**, above Uber's internal benchmarks.
- Introduced a bimonthly **OKR system** to align the team around shared, measurable goals, and founded recurring **cross-team knowledge-share** sessions, **directly mentoring several team members** while turning individual expertise into team-wide learning, speeding up onboarding and reducing misalignment between designers and developers.
- Partnered with the **CEO and CCO** and creative/production leads to scope ambiguous briefs into shippable experiences on tight timelines, and represented the team's **AR capabilities** to partners in quarterly business reviews with **Snap**.

AR Developer — Subtropic Studios (dba Surf Break) Aug 2022 – Jul 2023

- Brought **formal engineering practices** to the team's build process, modernizing legacy templates and code, and building **custom interactive mechanics and scripts** that expanded the studio's creative capabilities beyond existing offerings.
- **Promoted to Head of AR within 11 months** on the strength of technical execution and cross-functional leadership.

Interactive Engineer — TikTok Jul 2020 – Jul 2022

- Shipped **25+ interactive camera effects** with a combined **2.7B+ views**, writing interactive logic in **JavaScript, Lua, and Three.js/WebGL**, and supported the launch of **TikTok Effect House**, TikTok's public AR creation platform.
- Owned **4 exploratory effects** end-to-end, applying **full-body tracking**, **real-time audio/music analysis**, and **ML-based pose and expression detection** to push what a mobile camera effect could do at scale.
- **Patent**: "*Decentralized Procedural Digital Asset Creation in Augmented Reality*," enabling AR effects to generate digital assets that users could own, modify, and persist over time via blockchain storage.
- **Patent**: "*Animation Effect Attachment Based on Audio Characteristics*," enabling automatic synchronization of animated effects to a person's body movement based on a track's beat.

Interaction Artist AR/VR — QReal (dba The Glimpse Group) Apr 2018 – Jun 2020

- **First hire at the studio**, building interactive effects for national brands (including Dunkin', The Economist, Domino's, Grubhub) and developing **3D photogrammetry** and **virtual try-on technology** for fashion and luxury clients.

SKILLS

- **Leadership**: Team building & management, technical mentorship, cross-functional stakeholder management, resourcing, OKR-setting, ambiguous/fast-timeline delivery
- **Programming & Scripting**: JavaScript, Python, C++, Java, Processing, Lua, WebGL, Three.js, SQL
- **Creative/Technical Tools**: Snap Lens Studio, Meta Spark AR, TikTok Effect House, 8th Wall (WebAR), Unity, Figma
- **Pipeline & Tooling**: GitHub, Notion, A/B Testing, Cinema 4D, Adobe Creative Cloud, Photogrammetry
- **AI Tools**: ChatGPT, Claude, Gemini, Midjourney, GitHub Copilot, Suno

EDUCATION

B.S., Computer Science and Visual Arts — Union College, Jun 2020; *Study abroad, University of York* — Fall 2019
Certificate, Leadership Principles — Harvard Business School, October 2023