

EVO HEYNING

Creative Director, VP, Executive Producer and Founder

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PROFESSIONAL SUMMARY

Visionary Head of Creative & Community Storytelling with extensive experience in pioneering immersive technologies and establishing industry frameworks. Proven ability to lead creative teams, engineer innovative solutions like XRGuide and VJAM, and author comprehensive guides for AI collaboration. Adept at transforming complex concepts into compelling narratives and tangible experiences, driving impactful storytelling, community engagement, and immersive design strategy for organizations.

WORK EXPERIENCE

Executive Producer & CEO | Realitycraft *2019 – Present*

- Launched XRGuide, the pioneering search and discovery engine for the spatial web, indexing over 1,000 immersive experiences from 500+ creators in anticipation of its 2026 public debut.
- Engineered and open-sourced VJAM, a participatory VJ solution designed for events and venues, empowering bands and public festivals with democratized real-time media manipulation capabilities.
- Authored the "Promptcraft Guidebook" (early 2023), establishing the industry's first comprehensive framework for creative-AI collaboration adopted by creative teams for generative workflows.
- Transformed 500+ hours of virtual and mixed reality production for leading organizations at Playable Agency into a specialized design lab business.

VP, Board of Directors | XR Guild *2022 – Present*

- Established global ethical standards for the XR and AI industries by spearheading a nonprofit collective of researchers and technologists in defining best practices for responsible development.
- Advised the Metaverse Standards Forum on 3D interoperability and open-source standards to ensure the spatial web remains accessible and community-driven.

Prompt Engineering Producer | CHAPTER, Germany *2023*

- Accelerated worldbuilding workflows for a storytelling app and "White Mirror" film production by engineering a custom multimodal prompt framework, integrating LLM logic into traditional film production pipelines to generate short-form content.

Co-Founder, Strategic Services | Toyshoppe Systems *2007 – 2019*

- Directed technical fabrication and R&D for over 50 major film and feature projects, including Avatar sequels and Star Wars series, delivering custom robotics and wearable technology for premier theme parks and attractions.
- Assembled and managed a team of designers and craftsmen to translate virtual concepts into tangible physical media products for Disney and other prominent entertainment studios.

Interactive Producer | TechSoup *2007 – 2012*

- Expanded community engagement for more than 200,000 nonprofits by producing over 100 mixed-reality events and interactive web shows, serving as the inaugural technical lead for social XR initiatives.
- Orchestrated media campaigns reaching over 7 million individuals for healthcare enrollment and secured millions in funding for civic causes through innovative participatory media strategies.

Interactive Producer | US Department of State (Office of Innovative Engagement) *2009 – 2010*

- Pioneered "Mixed Reality Diplomacy" by producing the first livestreamed virtual world events for the White House and State Department, facilitating discussions on presidential initiatives among global leaders within 3D environments.

- Authored foundational social media policies for international diplomacy, which now serve as the established framework for government communications globally.

CMO / Innovation Sprint Leader | OpenExO, Grenada, Spain *2016 – 2019*

- Led innovation consulting in AI, XR/VR/AR and strategic design for new IP and new business lines.
- Directed city innovation sprints on multimodal transit and information systems for citizens; led civic-tech sprint work bilingually integrating wearables and multimodal AI in Medellin, Colombia.

SELECTED CLIENTS & PRODUCTION PARTNERS

Mozilla • Google • HP • Providence Public Libraries

The Atlantic Council • The Academy of Immersive Arts & Sciences • Virtual Worlds Museum

EDUCATION

GSP Graduate Program in AI Strategy, Tech Entrepreneurship and Media Futures | Singularity University, Mountain View, CA

Bachelor of Arts – Religion, Business and Communication Arts | Eastern Nazarene College

SKILLS

XR Production Pipelines • 3D Interoperability • glTF • GTM Planning & R&D

AI Ethics Policy • Innovation Sprints • Hardware & Software Engineering • Prototyping

AI/XR Workflows • Media Workflows • Frontier Tech Leadership • Civic & Participatory Strategy

Responsible Innovation • Strategic Concept Design • Public Speaking • Workshop Production

Workflows • Spatial Web Standards • Volumetric Capture • WebXR and Design for Interoperability

Creative Facilitation • Interactive Media Design • Immersive Showrunner • Writer

Creative Producer • Gaussian Splatting • Interactive Production • AI Development • Video Production

INTERESTS

Public Planning • Fireproof Building Practices • Resiliency in Housing

Glass Arts & Antique Glass • Multimedia Artistry • Creative Technology

Interactive Media Design • Immersive Storytelling • Music Production

Interactive Experimentation • Home Design and Architecture • Photography

Immersive Cinematography • Theme Park Design • Community Design