

# Samuel Lawton

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## PROFESSIONAL EXPERIENCE

### Creative / Wildcard

Google Creative Lab | June 2023 – Present

Creative at Google Creative Lab, contributing to high-visibility projects focused on showcasing and communicating complex AI technologies. Experienced in concepting, directing, designing, and producing demos and content for global audiences and key industry events.

#### Gemini 2.0 (December 2024 Launch)

- Creative direction for the launch of Gemini 2.0, conceptualizing and producing interactive demos highlighting advances in multimodal reasoning and real-time understanding.
- Designed and developed a series of hands-on demonstrations showcasing Gemini Ultra 2.0's enhanced capabilities across vision, audio, and code generation.
- Collaborated with DeepMind research teams to translate complex technical achievements into compelling narratives and interactive experiences for global audiences.

#### Exploring London with Project Astra (December 2024 Showcase)

- Collaborated closely with the DeepMind Astra team in London to conceptualize and produce a video showcasing human-AI interactions in real-world scenarios within London.
- Starred in the video demonstration, contributing to the on-screen narrative and user perspective of the Project Astra showcase.
- Demonstrated the real-time, multi-modal capabilities of Project Astra in a dynamic and relatable context, highlighting its potential for everyday use.

#### Project Astra (Google I/O Presentation, May 2024)

- Designed and developed interactive demos for smartphone, AR glasses, and booth experiences showcasing Google's real-time, multi-modal AI assistant (Project Astra), presented by Sundar Pichai and Demis Hassabis at Google I/O.
- Contributed to an experimental research project focused on demonstrating a universal AI agent across diverse form factors, emphasizing user experience and practical applications.
- Participated in a fast-paced, multi-team sprint across continents to create a compelling Project Astra demonstration for a global developer audience at Google I/O.

#### Project Gemini (December 2023 Launch)

- Conceptualized, shot, and directed a 5-minute video centerpiece for the public launch of Google's 'Any to Any' generative AI model (Gemini), garnering significant global media attention.
- Led creative direction and speculative design to define the vision for future human-AI interactions in the 'Gemini Era', influencing the project's overall aesthetic and narrative.
- Collaborated within a cross-functional team to develop and execute the Gemini launch, effectively communicating complex AI capabilities to a broad audience through engaging video content.

## EDUCATION

### Bachelor of Arts in Emerging Media Arts

University of Nebraska-Lincoln, Johnny Carson Center for Emerging Media Arts | 2024

Minor: Product Design

#### Key Skills & Knowledge:

- Design Thinking and User-Centric Design
- Interactive Storytelling and Narrative Design
- Visual Communication and Media Production
- Prototyping and Iterative Design
- Understanding of Emerging Media Technologies
- Game Engine Technologies and Interactive Development
- Motion Capture and Performance-Based Media

#### Narrative Environments Summer Course

Central Saint Martins, London | Intensive program focusing on spatial storytelling, experience design, and narrative environments for immersive media applications.

#### Featured Academic Project:

Developed **XR Limb**, an XR-based rehabilitation program leveraging mirror therapy for amputees, designed for wireless use on Oculus Quest 2. Project explored synesthesia and phantom limb pain, in collaboration with Limb Lab and UNMC, aiming to improve myoelectric prosthesis calibration.

## TECHNICAL SKILLS

- Creative Direction & Storytelling
- AI-Focused Demo Design & Development
- Video Production & Direction
- Interactive Prototyping
- User Experience Design
- Immersive Technology (AR/VR/XR)
- Cross-functional Team Collaboration
- Research Communication
- Technical Concept Visualization