Elite Sher

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Award-winning creative technologist with extensive experience in design, software development, and team leadership. I specialize in digital innovation, integrating new technologies to drive business growth. With a proven track record in developing cross-platform interactive experiences, I excel in both R&D and product development. I bring a unique perspective on user experience, design, and cutting-edge technology. Passionate about pushing the boundaries of innovation, I am eager to lead teams in creating groundbreaking digital experiences.

Expertise

GenAI
XR (VR, AR, WebAR)
Realtime Experiences
Interactive Experiences
VIrtual Production

Soft skills

Leadership
Creativity
Digital Innovation
Design Thinking
Problem Solving
Public Speaking

Hard skills

Prototyping
Ideation & Concept
Product Design
Agile Development
UX/UI

Work Experience

Creative Technology Manager / Accenture
2022 - current

- Lead and drive digital transformation in GenAI and XR across the business by shaping, guiding, and implementing strategic assessments and technology solutions.
- Develop and prototype innovative solutions using cutting-edge technologies.
- Serve as a subject matter expert in client meetings and internal discussions.

XR Tech Lead / Imagination
2021 - 2022

- Oversee technical strategy and workflow for real-time projects using Unity and Unreal.
- Lead the team to deliver high-quality applications that meet clients' goals.
- Define and shape real-time projects (XR, virtual production, interactive installations, blockchain, NFTs). Collaborate with creative, art, design, and production teams.
- Enhance the real-time pipeline and knowledge by introducing new technologies and arranging demos and talks.

Director, XR & Interaction / Bryden Wood Technology Ltd
2017-2021

- Lead a multidisciplinary team, growing it from 1 to 15 in 3y.
- Oversee the development of innovative digital experiences.
- Create digital solutions for clients (Department for
- Education, Highways England, Google, and GSK).
- Implement agile processes, integrating AI, ML, and gamification.
- Collaborate with stakeholders and clients to meet business goals and drive development strategies.

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Tech skills

Programming:
Whatever it takes!
but also -
C#, C++, HTML, CSS, JavaScript, Python

Gaming engines:
Unity, PlayCanvas, 8th Wall, Unreal

Project Managment:
Git / Perforce, JIRA
Trello

Other:
OpenAI, LLM, Prompt Engineering
Microsoft applications
Arduino
Adobe Creative Suite
3D Modelling

Work Experience

Innovation Engineer & Designer (Product) / Microsoft, Lift
2016-2017

Full-Stack Developer, UX/UI Designer / Paze.me (Fintech)
2015-2016

Digital Designer, Architect / Various practices
2009-2015

Teaching

Visiting Lecturer, XR and Gamification studio /
Westminister University, 2018-current

Visiting tutor, Computational Design Studio /
Sheffield University, 2014-2015

Leading Figure - Achievements

- Speaker at InvestIn – Young engineers' panels (2017 – 2023).
- WICE, 2019 award winner: Best software engineer.
- VR Days, 2018: Modelling XR experience.
- GrassHopper meetup, 2017: Integrating gaming engines and arch.
- MTC, 2018 – The Innovation in Construction Show.
- Conscious cities, 2017: VR:Chitecture - VR in Architecture.
- SAGE, 2014: Machine-learning and structural building systems.
- SimAUD, 2013: Applying Machine Learning Algorithm in buildings' stability.
- ACADIA, 2012: Exploration computational optimisation in dynamic buildings.

Education

- MSc AAC (Merit) – Adaptive Architecture and Computation
UCL, London, 2011-2012
- B.Arch (Distinction), Architecture and Town Planning
Technion - Israel Institute of Technology, Haifa, Israel, 2004 - 2009