PETER ARIET
Senior Producer
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PROFILE

Producer & technical artist operating at the intersection of storytelling and emerging tech. I lead end-to-end XR productions-scoping, budgeting, and shipping across VR, AR, and LBE-while bridging creative direction with hands-on technical problem-solving. Comfortable wearing many hats, I align teams, vendors, and stakeholders to deliver high-performance, audience-ready experiences, from prototype to public launch.

PROFESSIONAL EXPERIENCE

Studio Syro
Co-Founder / Studio Head / Producer & Technical Artist - *(2019-Present)*

- Spearheaded the development of Studio Syro, a VR animation studio that combines cutting-edge technology with artistic talent to create immersive and captivating experiences.
- Managed end-to-end development of eight VR titles on MetaQuest TV: "Tales From Soda Island" (Chapters 1–7) and "Reimagined Volume 1: Nyssa."
- Built and owned production systems across multiple projects (roadmaps, budgets, resourcing, risk): budget planning, vendor SOWs/addenda, milestone invoicing, and burn-rate tracking.
- Maintained XR performance budgets alongside financial budgets: frame-time targets (CPU/GPU), draw-call/VFX/lighting budgets, memory constraints, and mobile headset optimization.
- Collaborate with global cross-functional teams to develop project schedules, ensure on-time delivery of milestones, break down scripts and storyboards, and facilitate content revisions.
- Implement Agile methodologies, IT systems, and technical solutions for enhanced efficiency and improved workflow accuracy.
- Serve as Technical Artist specializing in shader development/optimization (mobile & web) and Quill-to-engine pipelines.
- Led prototype development for PondQuest (mixed-reality gameplay) and Dear Metaverse (hand-tracking MR messaging experience), defining scope, KPIs, and vertical-slice deliverables.
- Planned and executed festival strategy and marketing deployments (submissions, screeners, deliverables, press kits, and partner coordination) across Venice, SXSW, SIGGRAPH, and other showcases.

WEVR
Producer (VR LBE) - Terracotta Warriors Secrets of The First Emperor's Mausoleum - *(2024-2025)*

- Lead producer for the large-scale location-based VR experience Emperor: Dust-Covered Empire (Terracotta Warriors), partnering with HTC VIVE Arts and China-based stakeholders; guided delivery from greybox to beta and public deployment in China.
- Built and ran production systems: schedules, budgets, SOWs/addenda, milestone invoicing, vendor coordination, and cross-continental sync with art, engineering, and operations.
- Worked within Unreal Engine (UE5) pipelines; collaborated with engineering to evaluate version-control constraints (Perforce) and make pragmatic performance decisions and content cuts for headset-class hardware limits (CPU/GPU/memory, draw calls, lighting/VFX budgets).
- Drove QA/playtesting and release management: triaged bugs vs. creative notes, maintained zone-based trackers (Z01–Z16), defined acceptance criteria, and aligned teams on fixes vs. defers.
- Oversaw narrative/script and dialogue review processes; coordinated VO timing passes and approvals with partners while not directly leading VO production.
- Managed multi-party reviews and historical-accuracy approvals: orchestrated stakeholder email cycles, tracked decisions, and documented rationale for culturally significant content.
- Partnered closely with Wevr and external vendors to unblock pipelines, clarify specs, negotiate scope, and ensure installation/operations readiness.

SKILLS

- **Production & PM:** Agile/Scrum, Kanban, roadmaps, budgeting & burn-rate tracking, risk management, SOWs/milestones, vendor coordination, festival submissions & marketing deployments.
- **Engines & XR:** Unity (Quest/Android), Unreal Engine 5, OpenXR, Meta Presence/Interaction/Pass-through SDKs, hand tracking, LBE workflows.
- **Technical Art:** Shader optimization (GLSL/HLSL/Shader Graph), Quill → engine integration, performance budgeting (frame time, draw calls, memory), lightmaps/LODs, profiling (Unity Profiler, UE Insights).
- **Backend & Networking:** Firebase backend (Auth, Firestore/Realtime DB, Cloud Functions, Storage), REST/WebSocket APIs, Photon (matchmaking/rooms), basic Node.js.
- **Tooling & Source Control:** Git (GitHub), Perforce (collaboration awareness), CI/CD basics, Figma, Adobe CC, Miro, Notion, Asana, Trello.
- **Audio:** Pipeline coordination, dialogue/VO review oversight, Ableton Live, Music and Sound Design

RECONGITION & AWARDS

- **SIGGRAPH Spatial Storytelling '25**: Proceedings of the Special Interest Group on Computer Graphics and Interactive Techniques Conference - Spatial Storytelling. [2025]
- **SXSW**: "The Art of Change" [2025]
- **Venice Film Festival 81st**: Immersive Media for "The Art of Change" [2024]
- **Mediterranean International Film Festival** (Malta) - Best VR Works: Tales From Soda Island - Chapter 7 [2024]
- **The Webby Awards** - Nominee, Best Narrative Experience (Immersive Features): "Silence: Tales From Soda Island - Ch. 6" [2024]
- **Venice Film Festival 80th**: Immersive Media for "Tales From Soda Island: The First Ingredient" [2023]
- **Venice Film Festival 79th**: Immersive Media for "Reimagined Volume 1: Nyssa" [2022]
- **SIGGRAPH '21**: ACM SIGGRAPH 2021 VR Theater for "Tales From Soda Island: The Neon Jungle" [2021]
- Published Paper: "Assessing the Effectiveness of Emoticon-Like Scripting in Computer Programming" | Springer International Publishing - Advances in Human Factors, Software, and Systems Engineering [2018]

EDUCATION

University of Florida
Bachelor of Arts in Digital Arts and Sciences