

# ALBA OLIVE MARTI

*Creative Technologist & 3D Artist · XR · Real-Time Systems · Drone Show Design*

Creative Technologist and 3D Artist specializing in XR, real-time systems, and large-scale immersive experiences. With a background spanning spatial computing, drone show design, and interactive installations, I bridge artistic vision and technical execution — designing systems that reach real audiences at real scale

[linkedin.com/in/albaolivemarti](https://www.linkedin.com/in/albaolivemarti)

[alba.olma@gmail.com](mailto:alba.olma@gmail.com)

<https://www.albaolivemarti.com/>

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## EXPERIENCE

### Drone Show Animator | Pyrotecnico FX | 2026 – Present

- Design and choreograph large-scale drone light shows (300–1000 drones) for major public events.
- Develop synchronized aerial animations, formations, and color sequences for live audiences.

### Research Assistant | Mediated Experiences Lab, ASU | Aug 2024 – May 2026

- Led 3D development and WebAR deployment of Sentient XR, a city-scale digital twin of Mesa, AZ, built in Unity and Needle Engine, processing 8M+ live environmental data points monthly.
- Assisted in real-time weather data visualization for Sentient Resonance, a permanent public installation at Mesa City Hall.
- Coordinated lab operations across multiple concurrent projects — managing production timelines, deliverable tracking, grant preparation, and research documentation to ensure on-schedule delivery.
- Produced visual assets, presentations, and marketing materials for public communications; managed the lab's website and social media presence.

### Drone Show Project Coordinator | Arizona State University | Aug 2024 – May 2026

- Produced ASU vs TCU drone show (850 drones) Merry on Main, and ALT Fest (100 drones, City of Mesa commission) — managing student teams, asset QC, and professional handoff to Sky Elements and Pulse Drones.
- Served as creative liaison between student designers and professional drone companies, ensuring all assets met flight constraints and production standards.

### Teaching Assistant | Arizona State University | Aug 2024 – May 2026

- Co-developed and taught the first university-level drone show design course in the United States.
- Mentored students through concept, storyboard, 3D animation, and professional-grade file delivery.

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## SELECTED PROJECTS

**Mediated Membranes Ecosystem** — Research Assistant on Prof. Ana Herruzo's public art installation across Mesa City Hall and ASU's MIX Center — designed real-time visual systems in TouchDesigner translating live sensor data into dynamic facade displays. The project's success led to a \$175K civic art commission for its permanent successor, Sentient Resonance.

**Sentient XR** — Research Assistant on a city-scale WebXR digital twin of Mesa, AZ — built the 3D model in Unity and Blender, developed real-time visual and particle systems, and led creative direction for the cultural heritage layer. Platform processes 8M+ environmental data points monthly with no app or headset required.

**ASU vs USC Drone Show** — Co-designed and animated ASU's first-ever drone show — 600 drones, 50,000+ spectators, largest university drone show in the US at the time. Animated 6 of 8 figures in one month.

**Illumina VR** — VR experience exhibited at Mesa Contemporary Arts Museum (June 2025). Full environment design, real-time lighting, and interaction systems in Unreal Engine 5.

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## TECHNICAL SKILLS

**Engines & Platforms:** Unity · Unreal Engine 5 · TouchDesigner · Needle Engine · WebXR

**3D & Visual:** Blender · Autodesk Maya · Cinema 4D · Substance 3D Painter · Adobe Creative Suite

**3D Skills:** 3D Modeling · 3D Animation · Rigging · Texturing · Rendering · Motion Graphics · Visual Effects

**Design:** Brand Identity · Logo Design · Graphic Design · Concept Art · Storyboarding · Projection Mapping

**Post-Production:** Video Editing · Compositing · Color Grading · Premiere Pro · After Effects

**Specializations:** Spatial Computing · Real-Time Systems · Drone Show Design · AR / VR · Interactive Installations · Data Visualization

**Languages:** C# · Python · JavaScript

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## EDUCATION

**MS Media Arts & Sciences (Extended Realities)** — Arizona State University · STEM-OPT eligible · 4.0 GPA 2026

**BFA Animation · Minor in Film & Media Production** — Arizona State University · 4.0 GPA 2024