

Hello, I'm Zhiran "Karen" Xu, A Producer

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Professional Summary

PMP-certified Producer with 5 years at Petrol Advertising, advancing from 3D to Lead Producer. Frequently led ~25 concurrent projects for ~20 person creative team, drove agency AI governance and transformation, and delivered ~100 major campaigns including Call of Duty, Star Wars Outlaws, and 007 First Light.

Work Experience

Lead Creative Producer

Petrol Advertising | 03/2025 - 04/2026 | Los Angeles, CA

- Led workflow trafficking for creative team for 20–30+ concurrent projects; drove morning and evening production calls to keep creative team aligned in fast-paced agency environment
- Managed full project lifecycle including budget forecasting and outsourcing while applying PMP methodologies to strengthen scope and risk management
- Drove technical leadership, AI governance and team growth across Creative pipelines by spearheading Google Gemini/Midjourney integration and company-wide AI tools rollout

3D Producer

Petrol Advertising | 06/2021 - 03/2025 | Los Angeles, CA

- Led workflow trafficking for 3D team of up to 11, collaborating with cross-functional teams on 15–20+ concurrent projects
- Managed 3D project lifecycles including budget forecasting and outsourcing
- Drove team growth by onboarding 3 interns and 1 full-time hire through CMU alumni network

Head Teaching Assistant, Building Virtual Worlds (BVW)

Carnegie Mellon University | 08/2021 - 12/2021 | Pittsburgh, PA

- Spearheaded the first-ever remote transition of Carnegie Mellon's Building Virtual Worlds course as Head TA; managed a team of 15 TAs supporting 44 students, introduced Production Workshops and TA-led retrospectives, and delivered feedback to support learning and conflict resolution

Education

Master of Entertainment Technology

Carnegie Mellon University (CMU) | 09/2019 - 05/2021 | Pittsburgh, PA

Bachelor of Arts, Computer Science & Music

College of the Holy Cross | 09/2015 - 05/2019 | Worcester, MA

Skills

Certification: Project Management Professional (PMP)

Production: Creative Production | Project Management | Scrum & Agile | Workflow Trafficking & Scheduling | Team Leadership | Budget Forecasting | Risk Management | Client Communication | Scheduling | Conflict Management

AI: Google Gemini | Grok | Midjourney | Adobe Firefly | AI Governance & Transformation

Platforms & software: Smartsheet | JIRA | Shotgrid | Adobe Creative Suite | Perforce

Design: Rapid Prototyping | Storytelling | Data Analysis | User Research | User Testing

Languages: English (Bilingual) | Mandarin (Native)