

# Nick Alexander B.A. M.Des.

# Immersive Design Specialist

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nickalexander.ca

## Profile

*A multidisciplinary interaction designer creating uncanny immersive experiences. My work combines theatre practice with digital art, creative code, and augmented reality to create next-gen storytelling experiences.*

## Work

- 2018-19 **Myant Inc.** Independent Product Designer.  
*Research and design of wearable tech for health and wellness.*
- 2017+ **Truesight Collective.** Co-Founder and Head of Design.  
*Uncanny immersive theatre experiences.*
- 2017-18 **Company & Co.** Junior Marketing Coordinator.  
*Marketing and production of premium escape games.*
- 2016-18 **Secret City Adventures.** Game Designer.  
*Creation and production of premium escape games.*
- 2015-16 **Archer's Arena.** Experience Designer.  
*Archery game development and coaching.*
- 2013-16 **ExploreIt!.** Senior Instructor.  
*Team leadership and curriculum design for children's education.*
- 2012-13 **SteriPro Canada.** Transition Consultant.  
*Healthcare compliance and auditing.*
- 2002-15 **Director, Playwright, and Performer.** Theatre Professional

## Education

- 2020 **M.Des, Digital Futures.** Ontario College of Art and Design (OCAD) University
- 2011 **B.A., Special Honours Theatre.** School of the Arts, Media, Performance & Design, York University
- 2006 Drama Major, Etobicoke School of the Arts

## Immersive Design Projects

- 2020 *Participatory Storymaking in Augmented Reality Experiences.*  
Master's thesis project with OCAD University
- 2019 *Bobby the Bot.* Outside the March and Summerworks
- 2018 *The Eve of the Vigilant Citizen.* Truesight Collective
- 2017 *Murdoch Mysteries: The Secret of Station House No. 4.*  
Secret City Adventures and Shatesbury Films.
- 2017 *Where Dark Things Dwell.* Secret City Adventures and Black Creek Pioneer Village
- 2017 *The Legend of Zelda: Defenders of the Triforce.* (as Producer)  
Secret City Adventures, Real Escape Game and Nintendo of Canada Inc.

## References

Raeburn Ferguson, Theatre and Education Director, Theatre Ontario  
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