

# Handled Network

## PORTFOLIO

SELECTED WORKS

[piper@handlednetwork.com](mailto:piper@handlednetwork.com)

Design for the future on the global scale.

[WWW.HANDLEDNETWORK.COM](http://WWW.HANDLEDNETWORK.COM)



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# WELCOME



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Handled Network is a freelance design and marketing operation founded by artist Piper ZY (Piper Johnson Zhou) in 2021. She began with taking a comprehensive, data-informed approach to helping major brands enter the augmented reality and viral marketing space, designing experiences for global brands like Meta, Samsung, Dr. Martens, Coachella, and more. She has amassed billions of organic views across platforms on creative campaigns, helping organizations create lasting brand moments that leave a legacy of distinct visual identity and market awareness.

Handled Network now consults across creative & marketing disciplines and takes on brand activations and marketing services tailored to the needs of the organization. The following pages are samples outlining objectives and strategy of major campaigns and the contributions of Handled Network to these campaigns.

**PIPER JOHNSON ZHOU**

Founder & Creative Director

01

# SAMSUNG WITH META

## NEW YORK CITY

Social campaign, keynote, Times Square activation and workshop for Samsung in New York City with Meta. This activation included working closely with Samsung and Meta teams to posit emerging technology as an exciting frontier in advertising.

I gave a keynote talk "The Re-Design Point" on bringing brand identity and motifs into digital media, offering brands of any size an opportunity to reformat campaigns for the technology of today: large-scale screens, mixed reality, virtual reality, and gaming. I showed my own effect onstage to demonstrate how visual assets can cut through marketing noise and be memorable.

The central Samsung billboard in Times Square showed my digital fashion through the week of the activation, and I led a workshop walking through creating an interactive 3D concept in augmented reality. I designed and developed all of the augmented reality shown, focusing on design that covers a wide spectrum of potential retail applications and brand identities.

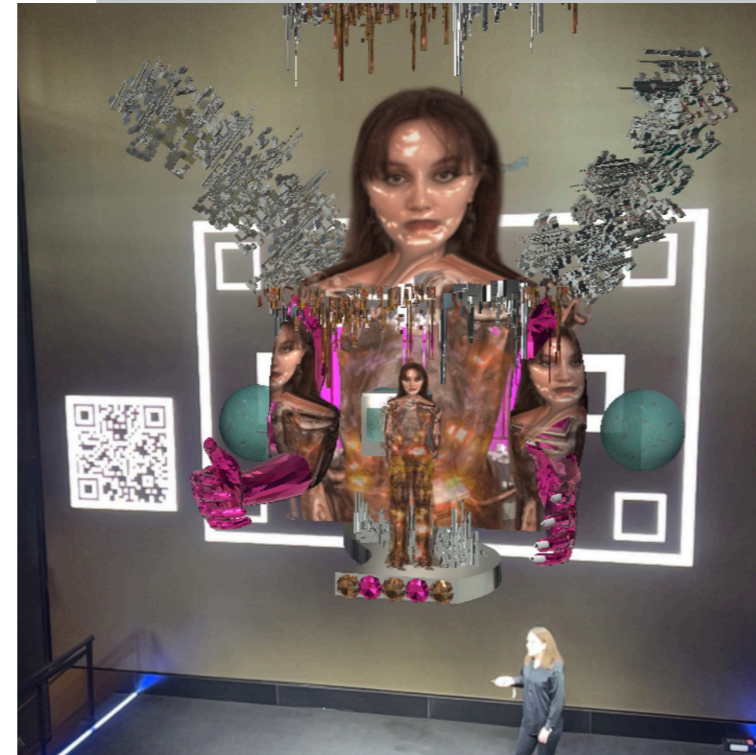
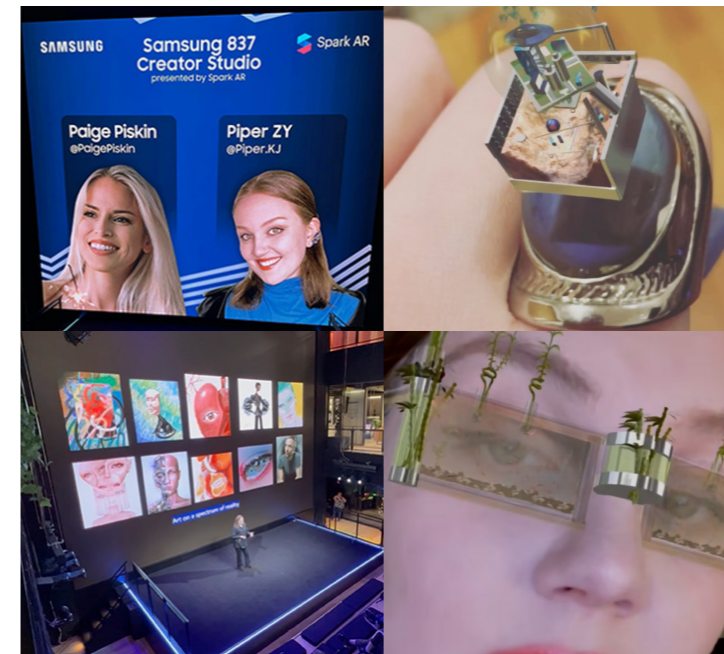


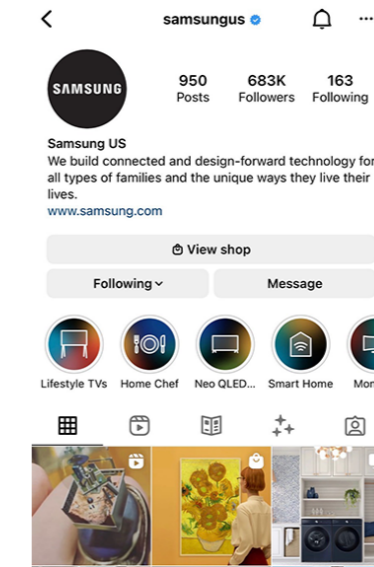
Photo of augmented reality effect shown onstage at Samsung 837, using myself to illustrate the idea of a stylized brand avatar. Viewers could tap on various parts of the giant virtual figure to activate animations and interactions.



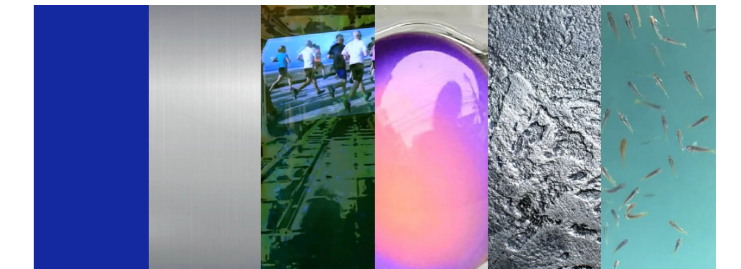
Digital fashion video shown on Samsung's Times Square billboard throughout the activation.



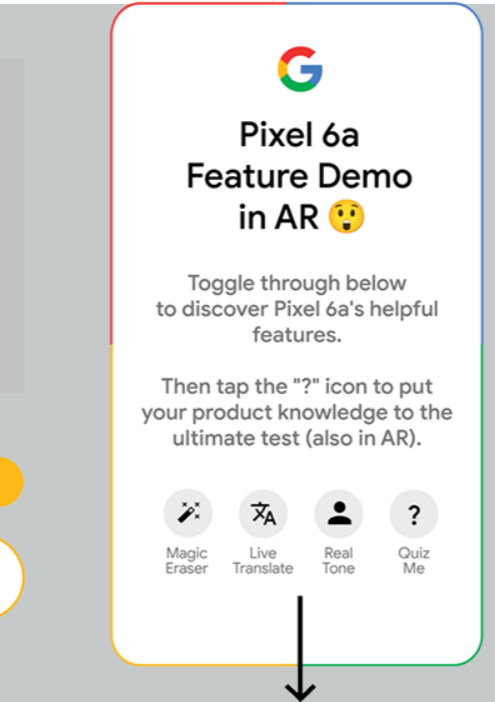
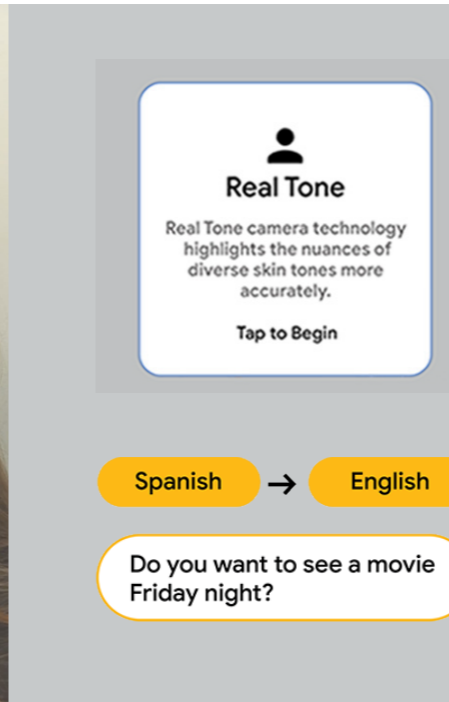
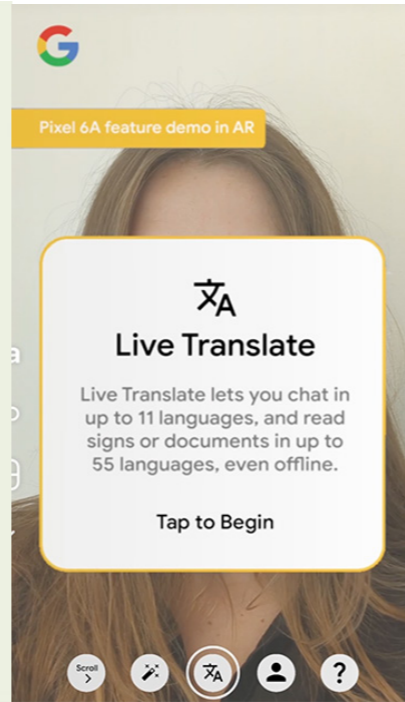
Images of the stage during the keynote and activation, and AR effects shown by Samsung US.



Effect created for the activation using a hand-drawn animation, encouraging industry professionals to bring traditional media into digital landscapes.



- Events Production:** Samsung 837, Samsung US, Meta
- Project Management:** Meta
- Video Assets:** Handled Network
- Keynote:** Handled Network
- Workshop Curriculum:** Handled Network, Meta.
- AR Effects "Mars Ring," "Aquarium Goggles," "Stage Demo," "Physics Demo":** Handled Network



I was tasked with augmented reality development to replicate these advanced functions to the standard of the product, including the minute reactivity of the user experience, tap functions, and audio playback needing to mimic what Google was promising with the launch of the Pixel 6a.

- The suite of effects developed for this launch include:
- A recreation of "Live Translate" demonstrating in-effect real time translation powered by Google's AI.
  - A recreation of the Pixel's computational photography advancement: "Real Tone" which adjusts settings to better capture users of all skintones in any lighting.
  - A recreation of "Magic Erase" showing how one tap can erase unwanted objects or people in the background of photos with the Pixel camera.
  - A recreation of "Talk Back," an accessibility function for screen-reading and voicing actions for users with visual impairments.
  - A Feature Quiz effect to summarize and quiz users on new functions, po-



# GOOGLE PIXEL



Bringing the Google Pixel ethos and branding into augmented reality for the global Pixel 6a launch using interactive augmented reality effects to replicate device features including the introduction of Live Translate, Real Tone, Magic Erase, and Talk Back with 1000 Heads Agency NYC.

## THE ASK: BRING PIXEL'S ADVANCED FUNCTIONS INTO AUGMENTED REALITY

The ask of this global campaign was to bring the new functions of the Google Pixel's latest iteration into interactive 3D design. I strategized with 1000 Heads, a New York City-based advertising agency to determine the scope of what is and is not possible to recreate within augmented reality, then got to work to develop the augmented reality effects. The launch of Live Translate, Real Tone, Magic Erase, and Talk Back with the Pixel 6a focused on inclusion and accessibility, allowing users advanced functionality within the Pixel's camera that was not offered by competitor



Yasat Hoehn lives in the US, but he likes to stay in touch with his extended family in France.

- Campaign Management:** Google, 1000 Heads NYC
- Project Management:** 1000 Heads NYC
- Graphic Assets:** Google, Handled Network
- Creative Development:** 1000 Heads NYC, Handled Network
- Augmented Reality Development:** Handled Network
- Analytics and Effect Performance:** 1000 Heads NYC, Handled Network

03

# DR. MARTENS

LONDON



A campaign across Doc Martens' social platforms to create a first-of-its-kind digital customization of a Doc Martens' shoe in collaboration with Dr. Martens London, as part of their "Never Normal" campaign highlighting individual style and customizations.

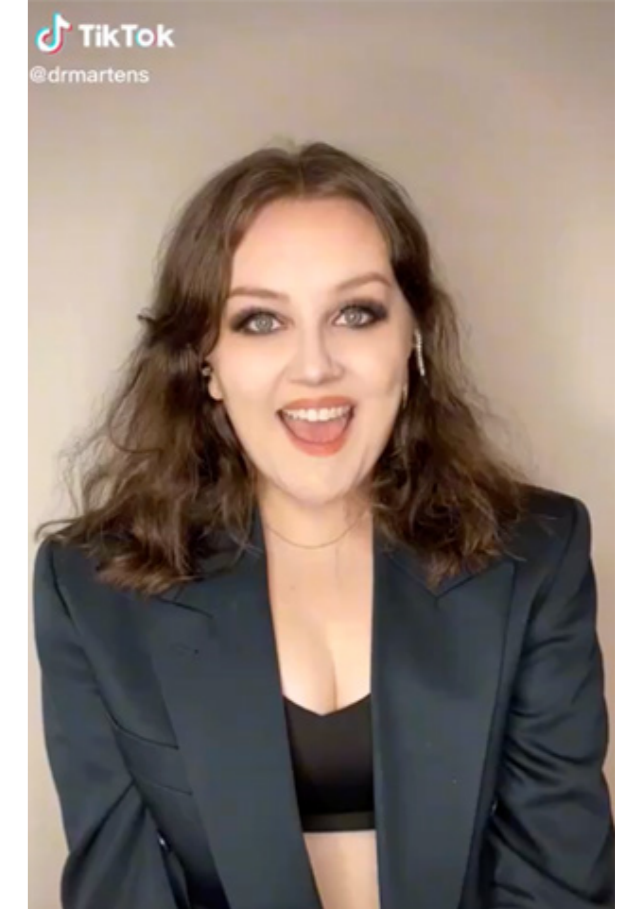
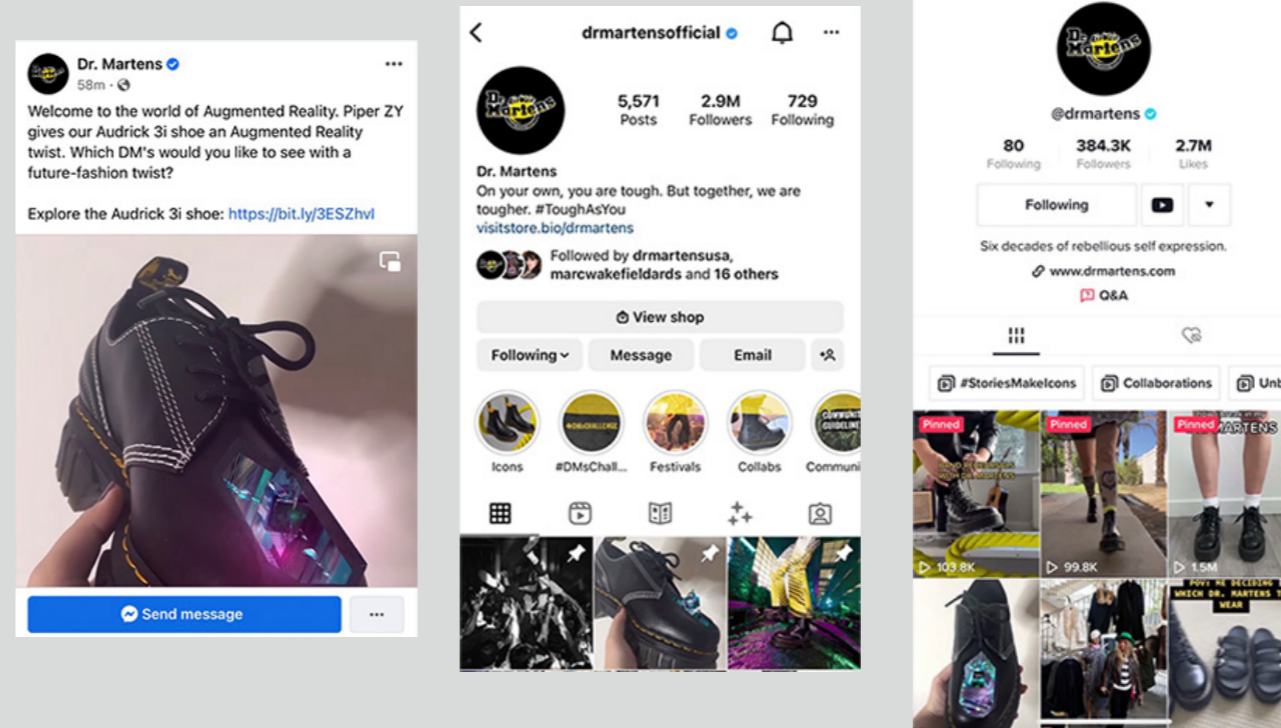
I was sent an Audrick 3-Eye Platform shoe to come up with a digital layer that compliments the iconic physical design of Doc Martens, as well as reflects the progressive, alternative ethos of the brand and its history. I used sections of the gritty environments of the "Never Normal" campaign photoshoots as texture assets to build a kind of intergalactic mine within the shoe, including a floating meteor that defies physical reality by appearing to emerge from within the solid shoe.

I designed the shape of the chamber to compliment the shoe's physical design, and to suggest a strong, magnetic, magmatic core at the heart of young creatives.

This collaboration was well-received across fashion spaces and had high engagement and discussion about 3D elements in fashion.



I used corners of Dr. Martens' campaign photoshoots as texture assets for the shoe, to create it within their two-tone, intergalactic branding world of the time.



**Campaign Production:** Dr. Martens  
**Project management:** Dr. Martens  
**Video Production:** Handled Network  
**Soundtrack:** Handled Network  
**Creative Direction:** Handled Network  
**Augmented Reality Development:** Handled Network

# 04 / FAST COMPANY + META

I was selected to present for Meta at the Fast Company Innovation Festival in New York City for top global executives with a Meta product team, summarizing the commercial success we had with emerging technology in large-scale, high-visibility campaigns. Speakers and attendees of this festival are leaders across tech, business, design, and the Fortune 500. This is one of several speaking or talent engagements I was selected for while under contract with Meta.

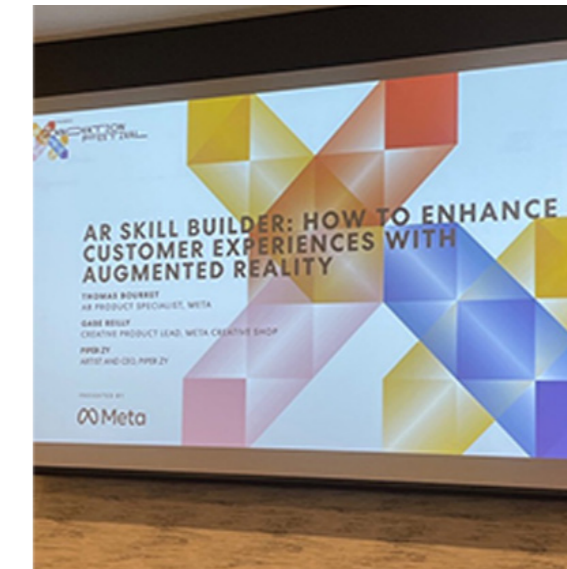
I presented on creative development for large-scale campaigns, alongside Gabe Reilly, Creative Director at Meta who presented on the opportunity of AR and 3D design, and Thomas Bourret, a Producer at Meta and founder of Simone Creative Studio, who presented on the implementation of emerging technology. This project emphasized the branding impact and cost efficiency of major brands engaging with emerging technology; 3D design, immersive experiences, VR livestreaming, VR gaming, AR effects, mixed reality activations, intermedia art, and more.

**FAST COMPANY**

**Meta**



Presenting with Meta in a main conference room at Convene NYC.



With Li-Chen Miller, VP of Product at Meta at the Menlo Park headquarters.



Fellow speakers of the year included AirBNB CEO Brian Chesky, Marriott CEO Anthony Capuano, and director Judd Apatow.

### Redefining Design

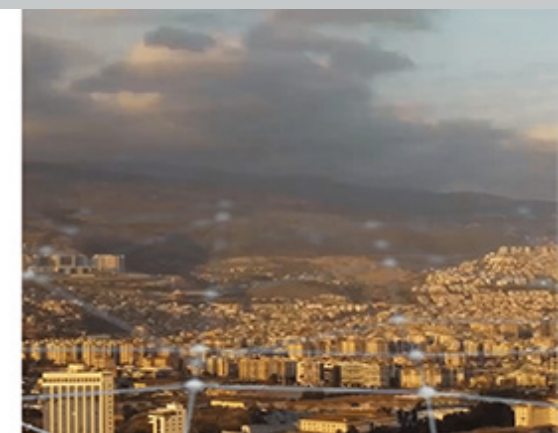
Possibilities in branding and marketing are expanding with extended reality.

Brands can rethink presence and identity through a physical world combined with digital materials.

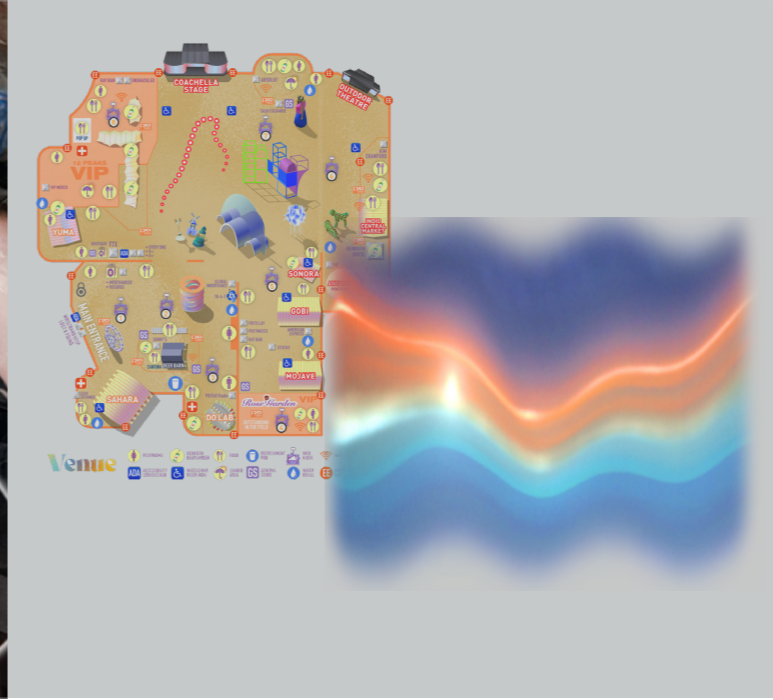
**Gabe Reilly**  
The AR opportunity

**Piper Zy**  
Creative development

**Thomas Bourret**  
Campaign implementation



My portion of the talk was presenting on ways to knock campaigns “out of the park” on the global scale to B2C and B2B target audiences alike, using context-informed design.

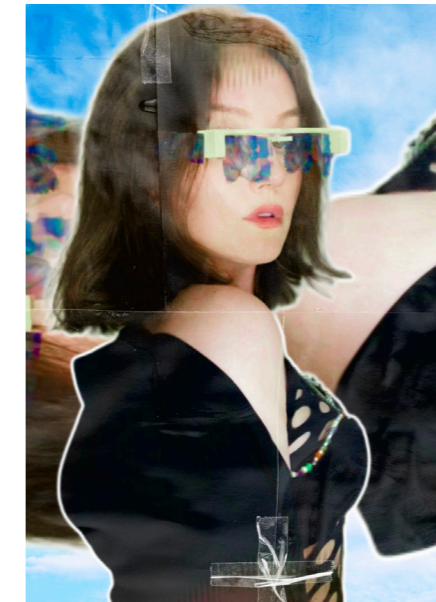


05

# COACHELLA 2022 +2023

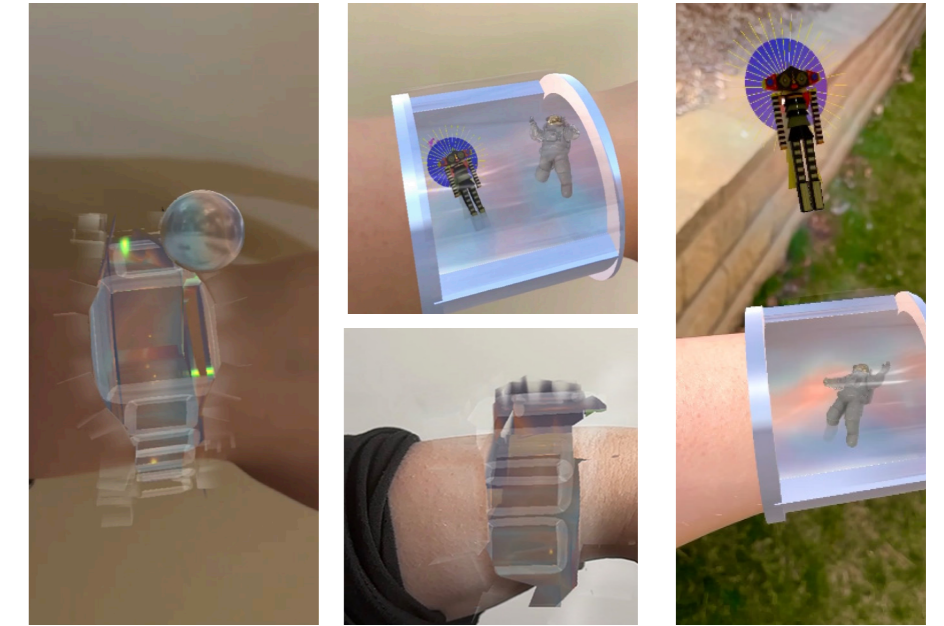
I was selected by Meta to develop futuristic, interactive effects for Coachella's iconic Indio Valley festival in 2022, and again in 2023. The Coachella brand was stepping into a new decade, where all elements of live events and entertainment had been tested and questioned. I was tasked each year with designing an experience that would be widely usable and shareable, but still pushing the technology of social AR to its limits. Coachella's theme thus far for the 2020's The Mirage: an undefineable, living creative energy that flows through live events and lingers in the memories of experiencing artists' stages.

## 2022: STYLING THE MIRAGE



the most user-friendly, familiar way using face tracking, as opposed to target tracking. The glasses were used and shared by thousands of users on Instagram, including performing artists from the festival.

## 2023: THE FUTURE OF EVENT MERCHANDISE



For 2023's main Indio Valley festival, I designed the Memento Watch from the concept that the fabric of time itself can be bent and fractured by transcendent creative experiences. This created the "anti-matter" watch shown above, where the creative mirage is the core beneath our physical reality. This piece explored what live event merchandise and memorabilia may become in the future. The Memento Watch would capture featured art, event maps, timed gifts from artists, and more in a digital, wearable scrapbook. This concept was presented as a case study by Coachella and Meta for the future of live events.

- Campaign Production:** Meta, Coachella
- Project Management:** Meta
- Video Production:** Meta, Handled Network
- Creative Direction:** Coachella, Meta, Handled Network
- Augmented Reality Development:** Handled Network

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# LEGO FRIENDS



Target-tracking effect for Papalote Museo del Niño in Mexico City.

North American campaign to bring LEGO Friends into interactive 3D and augmented reality in collaboration with Public Display of Affection Agency NYC. The LEGO Friends franchise was originally launched in 2012, with a re-launch in 2023 with a new cast of friends, including this campaign. I was responsible for bringing the Lego Friends assets and their functionality into augmented reality. I added interactive UI/UX elements to cue animations and audio, enhancing the experience of the user. Thousands of uses with good retention on the AR effects from LEGO Friends' Instagram page. Part of a successful LEGO Friends trajectory across North America. I also designed the first ever target tracking effect using LEGO bricks to create a physics-defying animated art piece for a LEGO activation at the Papalote Museo del Niño in Mexico City, incorporating vibrant color palettes and nature motifs from indigenous art into the design.

**Campaign Production:** PDA NYC, LEGO

**Project management:** PDA NYC

**3D Assets:** LEGO, Handled Network

**Animation:** Kaitlin Yu, Handled Network

**Soundtrack:** Handled Network

**Creative Direction:** PDA NYC, LEGO, Handled Network

**Augmented Reality Development:** Handled Network

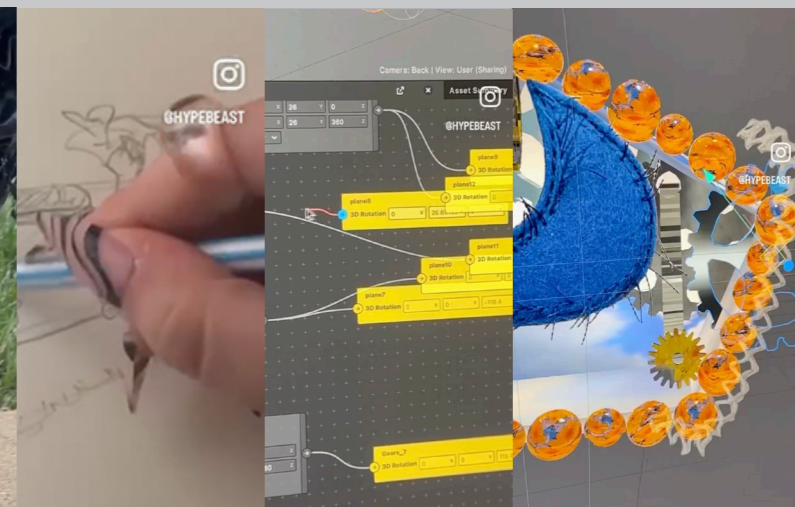
**Augmented Reality Development:** Handled Network

**Augmented Reality Development:** Handled Network

07

# HYPEBEAST

# HYPEBEAST



I designed the first ever AR or digital customization of a sneaker for iconic street style and sneakerhead collective, HYPEBEAST. They sent me a shoe from their New York City HBX store to create something sneakerhead-approved for the digital era. The video shared across their platforms (Instagram, Facebook, TikTok, WeChat, Weibo) cut together clips of this concept from my initial sketches to the final mixed reality take on this shoe. This campaign was a risk in presenting a new concept to a collector audience, where customizations meet frequent critiques, but its reception was positive in showing a audience completely outside of XR and emerging technology circles that the beloved fundamentals and fun of sneaker design can be extended to new media to further enjoy their original design concepts.



**Campaign Production:** HYPEBEAST/HBX

**Project Management:** HYPEBEAST

**Video Production:** HYPEBEAST, Handled Network

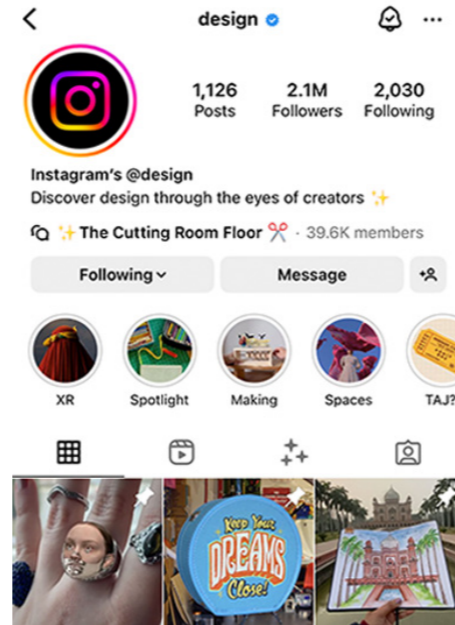
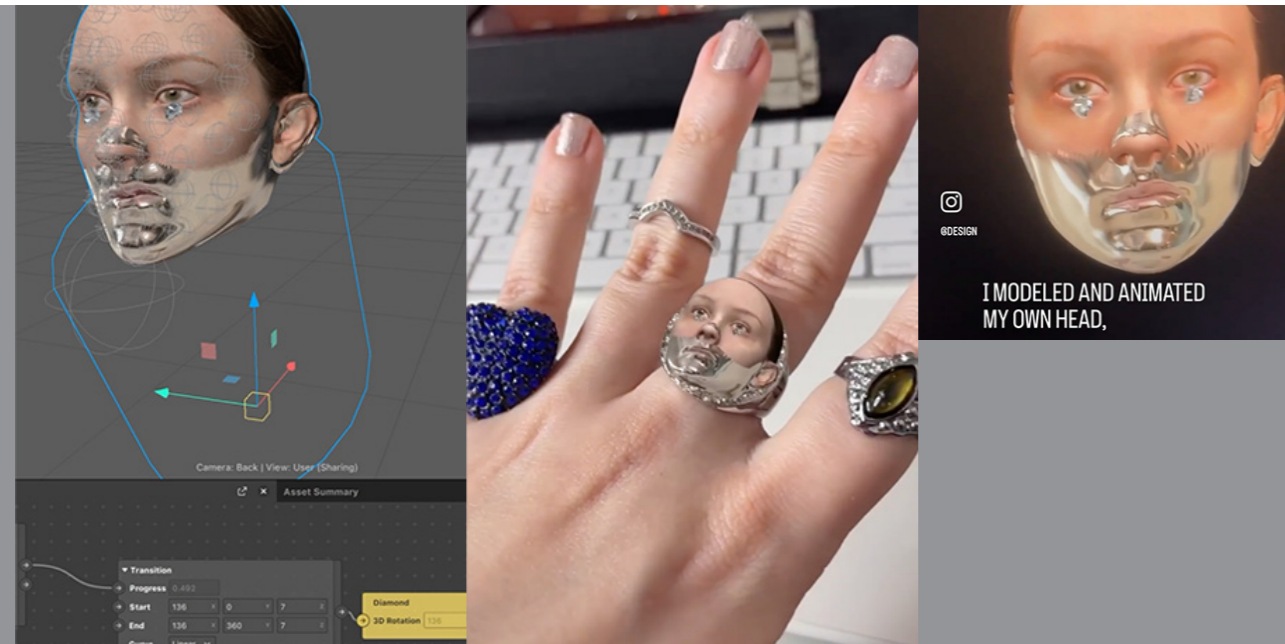
**Creative Direction:** Handled Network

**Augmented Reality Development:** Handled Network

08

# INSTAGRAM'S @DESIGN

I created the "Head on a Ring" accessory for Instagram's @Design showcase that highlights top designers across disciplines. This accessory is shown in real time augmented reality using Instagram's AR software, and incorporates a motion capture animation of a 3D model of my head. I chose to pack advanced functions and complexity into this design to illustrate how more elaborate and cinematic 3D can be packed into 5MB limit social augmented reality effects.



The accessory was later chosen as a top favorite design of the year by Instagram.

- Project Management:** Instagram
- Video Production:** Handled Network
- Soundtrack:** Handled Network
- Creative Direction:** Handled Network
- Augmented Reality Development:** Handled Network

09

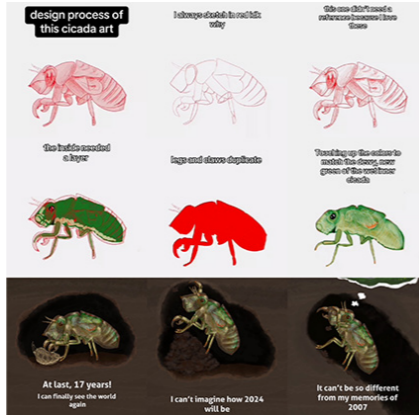
# REVENOVA TMS



While head of Social Media for Revenova, logistics SaaS company out of Chicago, I worked across departments to lead design and content strategy across platforms and events, including for their AI product launch. Built on Salesforce, Revenova is a comprehensive platform for logistics brokerages to track operations and maximize revenue.

I produced internal and external content across channels, from technical training to sales decks for industry events. Working closely with executives, the product teams, and sales managers, I produced product launch sequence videos backed in extensive technical product knowledge and market positioning from start to finish. This launch helped grow brand presence and cement Revenova's newest solutions as cutting-edge and industry-leading.





Video views  
**15861016**

Total play time  
**80060h:54m:36s**

Average watch time  
**18.1s**

Watched full video  
**54.22%**

**Story + Concept:** Handled Network  
**Creative Direction:** Handled Network  
**Video Production:** Handled Network  
**Character Design:** Handled Network  
**Animation:** Handled Network

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# ORIGINATOR IN DIGITAL FASHION

My first-of-their-kind augmented reality ring concepts and other digital fashion innovations have gained viral reach with hundreds of millions of organic views across platforms, sparking discussion about the future of fashion and design, and how augmented reality and science fictions concepts can be applied to personal style and the fashion industry. I have been creating new concepts in digital fashion since 2013, and have been lauded as a main pioneer and originator in the industry.

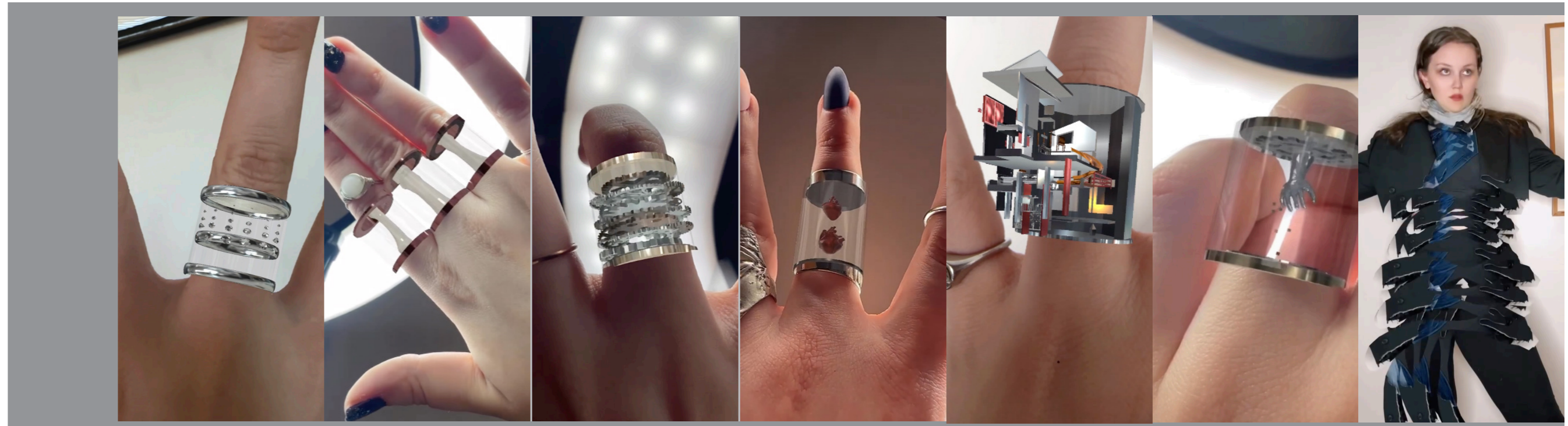
**Concept:** Handled Network  
**Design:** Handled Network  
**Creative Direction:** Handled Network  
**Augmented Reality Development:** Handled Network  
**Effect Management:** Handled Network

10

# CICADA ANIMATION

This short animated concept reached 37.2 million organic views, 2.7 million likes, and over 93 thousand shares, organically through compelling character design and storytelling.

This concept resonated with millions and the project was highly successful as a social campaign. I did this in part to prove that effective marketing ideas do not always require a large budget, and viral results can be achieved not only with innovative and emerging technology, but with any type of concept and a finger on the pulse of design in general and larger human conversations.



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# EXPTERTISE BY THE NUMBERS

I was selected to present for Meta at the Fast Company Innovaton Festival in New York City for top global executives with a Meta product team, summarizing the commercial success we had with emerging technology in large-scale, high-vis

SEO

DIGITAL MARKETING

EMAIL MARKETING +CRM SYSTEMS

DATABASE MANAGEMENT

GRAPHIC DESIGN + ANIMATION

3D DESIGN (BLENDER, CAD, AR/VR)

VFX + VIDEO PRODUCTION (AFTEREFFECTS)

AUDIO PRODUCTION (PROTOOLS)

SOCIAL MEDIA MANAGEMENT

GROWTH MARKETING LEADERSHIP

CREATIVE DIRECTION

MARKETING LEADERSHIP

••••• 6 YEARS

•••••••••• 10 YEARS

••••• 6 YEARS

••••• 6 YEARS

•••••••••••• 12 YEARS

•••••••••••• 12 YEARS

•••••••••••• 12 YEARS

••••••~•••••• 12 YEARS

•••••••••• 10 YEARS

••••• 5 YEARS

••••• 5 YEARS

••••• 5 YEARS

## 3X ACTIVE CUSTOMER GROWTH

For North American QSR industry tech company after my company-wide database reorganization. Active customer base within Constant Contact went from ~3,000 to over ~9,000 and YOY revenue had an unprecedented increase..

## 15%+ ENGAGEMENT

My videos and campaign videos I have lead consistently garner unprecedented engagement by finding the exact concept and execution that will spark productive and memorable conversation.

## 10X SIX-MONTH SUBSCRIBER GROWTH

For a Chicago-based tech company looking to grow their YouTube channel. I brought them over 10X growth in six months with a short form-first, industry-tailored diverse content plan and produced the content to draw their target audience.

## 150K+ ORGANIC FOLLOWERS

I maintain 150K+ organic followers on TikTok and Instagram, as well as large platforms on YouTube, 小红书, and Facebook.

## 5M+ MONTHLY REACH

I maintain 5M+ in monthly reach across platforms with various types of art content, and bring this reach strategy to brands of all sizes for their campaigns.

## 1B+ ORGANIC VIEWS

My personal art campaigns and projects have amassed over 1 billion organic views across platforms in the last few years, including global social media platforms.

## 100K+ MONTHLY WEB TRAFFIC

My website has maintained being in the top 1% performers of all GoDaddy websites, consistently driving over 100k in monthly traffic.

## TOP-PERFORMING SINGLE VIDEOS

I have several single videos with over 30M organic views, and consistently produce videos that garner over 1M views on a single video, regardless of client, their existing content performance, or platform.

# NOTABLE FEATURES



Guest Lecturer,  
Ways of Working Series.



Piper ZY YouTube channel and  
"Bone Ring" featured in an @You-  
Tube write-up.

TECHCIRCUS

WhatIf? Summit Speaker: Equality  
and Accesibility in Augmented  
Reality.



New York Nail effect featured  
by ELLE Hong Kong.



Feature: Which Beauty Subculture will  
you Belong to in the Metaverse?



Feature: WIRED Japan Spatial  
Computing volume in print.



Live Q&A: How Augmented Real-  
ity is Changing the Future of Art



Feature: Creator Spotlight for  
Gear Ring augmented reality  
effect.

THANK YOU

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