

SugarXR Team Overview

At SugarXR, we've strategically assembled a team of skilled professionals, international talent, and emerging creative minds to drive innovation in WebAR. Over the past two years, we have refined our team across the key areas: Creative Content & 3D Development and Software Engineering, we will grow the team of professionals in Marketing & Business Growth. This structure allows us to deliver high-quality, immersive AR experiences while remaining agile and scalable.

Leadership & Vision

Lisa George – Founder & Chief Magic Maker

Lisa brings a unique blend of technology, marketing, and experiential engagement expertise. With a background spanning Microsoft, world-class promotional work for BMW, Coke, McDonald's, and Budweiser at Fallon McElligott, and event-driven marketing, she has a track record of building innovative products that captivate audiences and drive business results. Lisa has worked with U.S. and international creatives and developers, ensuring SugarXR remains at the forefront of the AR industry.

Creative & 3D Development

Our creative division specializes in character animation, immersive environments, and interactive storytelling for WebAR.

Kami Karras – Creative Technologist & UX Prototyper

Kami is a visionary creative technologist with a background in software development, conceptual art, and communication design. With education from Pacific Northwest College of Art, Hackbright Academy, and NYU's Interactive Media Arts Program, she brings a fresh, innovative approach to immersive experience design and UX prototyping. At SugarXR, Kami helps develop interactive and spatial prototypes, transforming creative concepts into seamless, user-friendly digital experiences.

Nathan Green – 3D Design & Animation Expert

Nathan is a 30-year veteran of theme park design, ride modeling, VR, and AR, with expertise across all significant animation platforms. He specializes in CG art, animation, and pre-visualization videos and has collaborated with industry leaders like Industrial Light & Magic, Universal Studios Japan, and ITEC Entertainment. At SugarXR, Nathan ensures our characters and environments are visually stunning, immersive, and meticulously crafted to exceed expectations.

Jenna Bresky – Animation Intern & 3D Artist

Jenna is a 3D artist and animation intern passionate about character and environment design, game development, and immersive storytelling. A Summa Cum Laude graduate from Savannah College of Art and Design (SCAD), she specializes in 3D modeling, texturing, rigging, and animation for interactive experiences. At SugarXR, she plays a key role in bringing AR characters and environments to life through high-quality animation and dynamic artistry.

Platform Development

Our engineering team specializes in React, WebGL, A-Frame, and emerging web-based AR technologies, ensuring seamless platform innovation and scalability.

Aliaksei Huliuk – Senior Full Stack Web & AR Developer

Alex is a Senior Full-Stack Web and AR Developer with over nine years of experience in WebXR, AR, and immersive web technologies. As the lead architect behind SugarXR's proprietary platform, he has built a scalable, high-performance system that powers our interactive AR experiences. With expertise in React, Three.js, A-Frame, WebGL, and 8th Wall, Alex ensures SugarXR stays at the forefront of AR innovation.

Yegor Yegorov – 3D & Web Designer

Yegor is an award-winning 3D and UX/UI designer with over 10 years of experience in immersive digital experiences, animation, and interactive AR/VR projects. Having worked with Captain Morgan, Honda, Heineken, and McDonald's, he brings a strong design and technical foundation to SugarXR. His work enhances engagement, interactivity, and visual storytelling across our AR experiences.

Sharayu Patil – Website Development, Shopify & E-Commerce Developer

Sharayu is a Shopify Expert and E-Commerce Developer with six years of experience building and optimizing online stores. She played a key role in developing SugarXR's website and is instrumental in sales funnel strategy, e-commerce integrations, and setting up our Halloween Shopify store. Her expertise ensures seamless, high-converting digital storefronts for SugarXR.