

TechMagic: Mixed Reality Headsets, Jason Momoa's CPG Pivot, NASA x Oakley, and Gaming AI



On this episode of TechMagic, hosts Cathy Hackl and Lee Kebler welcome Jeff Shardell, founder and CEO of Humble Brands, to hear about his journey from leading at Google to redefining sustainability in the CPG world.

Jeff shares how his tech background shaped his approach to eco-friendly product design, scaling consumer goods, and building an authentic celebrity partnership with Jason Momoa.

Cathy and Lee also dive into cutting-edge mixed reality news, from ByteDance's lightweight Pico headset to Oakley's NASA visor collaboration. Plus, how Gen Z's gaming habits are reshaping career paths.

With updates on AI's impact on gaming jobs and Roblox's new adult dating features, this episode bridges the worlds of innovation, sustainability, and immersive tech. The hosts also

preview what's coming in Season 3 after their summer break.

Come for the tech, stay for the magic!

Episode highlights:

Mixed Reality Momentum – Cathy and Lee dive into the latest in XR hardware, spotlighting ByteDance's lightweight Pico headset and Oakley's visor developed for NASA's Artemis 3 mission. They discuss how sleek design, enterprise collaboration, and immersive functionality are signaling a shift toward mainstream adoption of mixed reality across both consumer and professional environments.

Gaming Meets Career Building – Gen Z's gaming isn't just play; it's preparation. Cathy and Lee examine how platforms like Roblox and Minecraft are training future professionals in design, systems thinking, and collaboration. They also unpack Roblox's adult dating features and the growing impact of AI on gaming jobs, including layoffs at studios like King, developer of Candy Crush.

From Google to Clean Beauty – Jeff Shardell reveals how his experience as a Google executive helped him launch Humble Brands, a sustainable personal care company. Cathy and Lee explore how Jeff applied tech-industry thinking to CPG, built an authentic partnership with Jason Momoa, and navigated the challenges of scaling eco-conscious products in a crowded market.

Developing Authentic Celebrity Partnerships – Jeff explains how Humble Brands built a successful collaboration with Jason Momoa by prioritizing authenticity over traditional endorsements. Cathy and Lee explore how the partnership began with Momoa as a real customer, evolved over a year of co-developing products, and resonated with consumers through shared values and genuine connection.

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