

Francis Chen

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OBJECTIVE STATEMENT

Product Designer seeking contract-to-hire or full-time opportunities in AR/VR prototyping with knowledge in scripting for real-time game engines

EXPERIENCE

Augmented Cities LLC, Remote

Owner // Product Designer, Prototyper, Animator and Illustrator

Jan 2017- Present

- Design and create AR world lens for major brands in the retail as an Official Snap AR Lens Creator for AR marketing campaigns; increase brand awareness of major retailers
- Prototype 3D experiences using Snap Lens Studio and Javascript, including 3D body and 3D hand tracking, animated avatars, 3D motion graphics
- Created 3D material, VFX motion graphics and procedural building templates that saves 3D asset production time by 30-40% for projects
- Manage and ship multiple projects with fast turnaround times within 1 week to 1 month

Oculus Launch Pad Fellow, Remote

3D Animator

May 2019 - Oct. 2019

- Design musical VR experience highlighting Mexico City underground music culture with a cross functional team of 3 (<https://youtu.be/s5BogDJMRgM>) (Unity / C#)
- Optimized on 3D graphics performance on Oculus Quest prototype by modeling 3D low poly meshes, using unlit HLSL/GLSL shaders / baked lighting
- Presented a VR demo at the Mexican Consulate of Los Angeles to an audience of over 200+ people.
- Taught VRTK C# APIs, VR game mechanics, and 3D modeling for non-technical team members

City of El Paso, El Paso, Texas

Economic Development Program Officer

Dec. 2014 - Dec 2016

- Lead high profile Downtown Redevelopment Tax Incentive Program for major multi-family, commercial, and retail developments in Downtown El Paso (\$80+ million in private investment) and Infill Development Incentive Tax Incentive Program (\$47+ million in private investment).
- Provide recommendations to 6-member City Council and Mayor for design and real estate guidelines for tax incentive programs in major transit corridors to accelerate ground floor retail foot traffic

Product Designer & AR/VR Prototyper, Animator

EDUCATION

Bachelor of Arts // 2013
University of California, Berkeley

LEADERSHIP QUALITIES

- Emotional Intelligence
- Good Communicator
- Inspire Others
- Empathy
- Creativity and Innovation
- Delegation and Empowerment

SKILLS

- Interactive Storytelling
- Rapid Prototyping
- 3D Animation
- 3D Procedural Asset Production
- 3D Look Development
- 3D Graphics Pipeline
- AR/VR
- AR Marketing Campaigns
- Technical Art/Shaders
- Node-based Scripting

TOOLS

- Quill
- Procreate
- Unity
- Snap Lens Studio
- Substance Material/Design
- Blender
- Cinema 4D
- Javascript
- C#

LANGUAGES

- English (Native)
- Chinese (Fluent)
- Spanish (Professional)

PROFESSIONAL ORGANIZATIONS

- Alterage (Virtual AR fashion group)