

Xi Li

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Experience

Lightswitch

*San Francisco, CA
Feb 2021 - Present*

Multimedia Designer

- Creating renderings, lighting layouts, illustrations, and digital media content to implement design concepts
- Supporting project management, presentations, client relations, and proposing ideas monthly to executive producers
- Conducting interactive mockups and prototypes to convey the ideas to the production team. Communicating with and gathering feedback from clients, guests, vendors, and other design/operation teams to iterate the design
- Incorporating software technologies such as Unity Unreal game engine into physical interactive experiences

Children's Museum of Pittsburgh

*Pittsburgh, PA
Jun - Aug 2021*

Interaction Design & Prototyping Intern

- Designed interactions with virtual pets and the museum environment, and built physical prototypes for user testing
- Implemented a WebGL client game view UI based on flow chart and storyboards; and integrated it in Unity
- Created and implemented interactive sound effects and voiceover for providing audio feedback and hints

Education

Carnegie Mellon University

*Pittsburgh, PA
Aug 2019 - May 2021*

Master of Entertainment Technology

Award: 2020 AIAS Foundation Scholarship - Academy of Interactive Arts & Sciences

Courses: Theatrical Lighting Design, Design Psychology, Building Virtual Worlds, Guest Experience design, Digital Sound Studio, Design Collaboration Project

Communication University of China

*Beijing, China
Sep 2015 - Jun 2019*

Bachelor of Arts in Digital Media Arts *Minor: Electrical Engineering*

Courses: Electronic Technology, HCI Technology and Applications, IOS Programming, Information Visualization Design, 3D Animation, User Interface Design, Interactive Multimedia Technology, VR Experience Development

Projects

Spot Robot - Location-Based Interactive Narrative

Sep - Dec 2020

Roles: Interaction Designer || **Client:** Boston Dynamics

- Outreached to potential guests and conducted researches about interesting interactions and expectations, applied to physical interaction design with Spot robot
- Designed and prototyped Color Transit Game on the Robot using its camera
- Choreographed robot's dance movements, designed with Robot's limited range of expression to illustrate common emotions
- Conducted weekly playtesting and gathered feedbacks; iterated and refined the experience to make sure it feels connected rather than as a few discrete minigames

Interactive Fashion - Interactive and E-Textiles Experience

Sep - Dec 2020

Roles: Creative Technologist || **Client:** Children's Pittsburgh Museum

- Created a Location-Based Entertainment experience that allows visitors to play with wearable technologies, trigger communication between LED lights when they interact within the environment
- Designed and programmed LED lighting effects that express different moods, and synchronized lights with music
- Defined user interactions through rapid prototyping playtests to improve experience design
- Programmed, fabricated and implemented the hardware: sensors and LED Matrix with Arduinos

Building Virtual Worlds - Interactive Experiences Prototypes

Aug - Dec 2019

Roles: Producer & Sound/UX Designer || Carnegie Mellon University

- Designed 5 interactive Mixed Reality (XR) experiences by collaborating with artists and programmers in 1 to 3 week sprints
- Conducted playtesting, user interviews and surveys to improve usability and accessibility
- Designed the sound effects and music and implemented into Unity for the experience
- Produced pre-production plan, storyboard, concept illustrations. Implemented poster and theming design for the showcase event

ILLUME - VR Installation

Jan - Jun 2019

Roles: Designer & Developer || Communication University of China

- Collaborated with another artist to develop a VR experience where every interaction in the VR world has a corresponding response in the physical world
- Developed VR application in Unity C#
- Established Serial communication system between Unity and Arduino for physical interactions

Skills

Technology: Unity 3D, Arduino, Raspberry Pi, Processing, Max MSP, TouchDesigner, Perforce, Bluebeam

Design Software: Adobe Photoshop, AfterEffects, Premiere, Maya, Figma, C4D, Logic Pro, Pro Tools, Audacity

Lighting Design: AutoCAD, Rhino, AGI 32, Revit, Sketchup, Vectorworks, Lightwright, ETC Light Console

Programming Languages: C++, C#, Swift, Javascript, HTML, CSS