

Filippo Baraccani

Art Director, Creative Technologist, Interaction Designer

mail@fbrccn.com

www.fbrccn.com

Working across multiple disciplines – concept, design, visuals and development.

Inspired by all things that push the artistic, narrative or interactive medium.

Striving to continuously expand my skill set and knowledge of emerging technologies.

[Contact details upon request]

Santa Monica, CA 90403

United States

PROFESSIONAL SUMMARY

15+ years of multidisciplinary design work experience.

Since 2015 in the realtime AR / VR / MR industry, with a focus on creative concept development, art direction, UX and interaction design.

Successfully co-developed, lead and contributed to several high-profile commercial projects, R&D efforts and proof-of-concept prototypes.

Extensive hands-on experience in working with state-of-the-art game engines (Unity, Unreal Engine 4) and development environments, particularly in iterative design prototyping, look & shader development.

Strong background in graphic and motion design, illustration and typography.

EXPERIENCE & SKILLS

- Creative concept and visual development
- Project leadership (internal and client facing)
- Multidisciplinary background, leveraged to tackle challenges from different angles
- Extensive knowledge of game engine asset workflow and authoring techniques
- Knowledge of development fundamentals for desktop and mobile platforms

SOFTWARE & TOOLS

- Unity (C# Scripting, Materials & Shaders, UI, Animation, Prefabs, Particle Systems, Game Asset Workflow)
- Unreal (Blueprint System, Materials & Shaders, Game Asset Workflow)
- Adobe Creative Suite (After Effects, Premiere, Photoshop, Illustrator, InDesign)
- Blender
- Cinema 4D
- SVN (Sourcetree, Bitbucket, Perforce)
- Visual Studio
- Jira

WORK HISTORY

- 2018 – present
Art Director
Method Studios (Method EXP, realtime unit)
Santa Monica, California
- 2016 – 2018
Associate Art Director
Method Studios (Method EXP, realtime unit)
Santa Monica, California
- 2015 – 2016
Designer / Technical Artist
Method Studios (Method EXP, realtime unit)
Santa Monica, California
- 2007 – 2015
Graphic / Motion Designer
Freelance
Bremen, Germany
- 2004 – 2014
Graphic / Motion / Web Designer
closer, Focus, mosquito
Bremen, Germany

EDUCATION

- 2008 – 2014
Integrated Design, M.A.
University of the Arts Bremen
Bremen, Germany
- 2005 – 2007
Media Designer
(professional German degree)
Wilhelm Wagenfeld Berufsschule
Bremen, Germany

LANGUAGES

- Italian (bilingual)
- German (bilingual)
- English (full professional proficiency)
- French (limited proficiency)
- Spanish (basic proficiency)

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SELECTED PROJECTS

High-profile, location-based public space interactive AR experience [Undisclosed] (Unity, mobile), 2018/19

Collection of diverse, location-based public space interactive AR experiences, deployed globally.

- Co-lead project and art directed the project across multiple styles, ranging from experimental to high-fidelity
- Co-developed and iterated UX and UI prototypes and final product in collaboration with client and internal creative

Immersive realtime large-scale architectural visualization [Undisclosed] (Unity, 360° projection), 2019

Non-linear 360° large-scale architectural visualization, remotely controlled via custom tablet UI.

- Developed concept for navigation system in collaboration with creative director and client
- Art directed the project according to architectural reference provided by client

High-profile proof-of-concept AR prototype for product functionality visualization [Undisclosed] (Unity, mobile), 2018

- Assisted project lead and client in the development of UX concept
- Designed and Implemented several interaction and tech art components

The Change (Unreal Engine 4, HTC Vive VR), 2018/19

Internal prototype for high-fidelity, character-driven interactive narrative VR experience.

- Developed concept for interactive narrative in collaboration with project lead and creative
- Developed visual concepts for character/environment/props in collaboration with concept artist

High-profile, location-based high fidelity AR architectural miniature visualization [Undisclosed] (Unreal Engine 4, mobile), 2018

- Successfully developed and implemented shaders and materials for abstract information visualization

High-profile prototype for high-fidelity product visualization for mobile AR [Undisclosed] (Unreal Engine 4, mobile), 2018

- Lead team in creating multiple high-fidelity product assets to achieve client-established benchmark
- Explored, implemented and evaluated several realtime techniques (e.g. complex shader setups) to achieve fidelity goal

High-profile R&D prototype for gesture-controlled, real-time cooperative multiplayer experience [Undisclosed] (Unreal Engine 4, immersive projection), 2018

- Developed and implemented various gameplay prototypes in collaboration with small R&D team
- Developed and implemented several tech art components

High-profile mobile 3DOF VR archery game [Undisclosed] (Unity, mobile VR), 2018

- Prototyped and implemented gameplay-relevant UX components and mechanics
- Designed and implemented player tutorial

Justice League VR (Unity, VR multi-platform), 2017

Movie tie-in VR game; Collection of 6 mini games, each with individual VR-centric gameplay mechanics. Multi-platform release: Google Cardboard, GearVR, Oculus, Vive, PlayStation 4, IMAX VR.

- Responsibilities: Art Direction, UX/UI Design, Gameplay prototyping and implementation

Remembering Pearl Harbor (Unreal Engine 4, HTC Vive VR), 2016

Interactive VR documentary piece commemorating the 75th anniversary of the attack on Pearl Harbor.

- Responsibilities: Art Direction, UX/UI Design and implementation, Tech Art