

# Filippo Baraccani

Art Director, 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.

807 20th St #E

Santa Monica, CA 90403

United States

## WORK EXPERIENCE

- November 2019 – present  
**Senior Technical Designer**  
Magnopus  
Los Angeles, California
- September 2018 – November 2019  
**Art Director**  
Method Studios (Method EXP, realtime unit)  
Santa Monica, California
- January 2016 – September 2018  
**Associate Art Director**  
Method Studios (Method EXP, realtime unit)  
Santa Monica, California
- August 2015 – January 2016  
**Designer / Technical Artist**  
Method Studios (Method EXP, realtime unit)  
Santa Monica, California
- August 2004 – July 2015  
**Art Director, Graphic / Motion / Web Designer**  
Freelance / 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)

## PROFESSIONAL SUMMARY

16+ 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.

## 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 Engine 4 (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

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## SELECTED PROJECTS

### **High-profile, location-based public space interactive AR experience [confidential] (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 [confidential] (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 [confidential] (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 [confidential] (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 [confidential] (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 [confidential] (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 [confidential] (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