

Filippo Baraccani

creative & art direction / design & prototyping

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.

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Santa Monica, CA

90403 United States

WORK EXPERIENCE

- **Software Developer / Designer**
NVIDIA
Dec 2021 – present / Santa Clara (remote), USA
- **Senior Technical Designer**
Magnopus
Nov 2019 – Dec 2021 / Los Angeles, USA
- **Art Director**
Method Studios (Method EXP, realtime unit)
Sep 2018 – Nov 2019 / Santa Monica, USA
- **Associate Art Director**
Method Studios (Method EXP, realtime unit)
Jan 2016 – Sep 2018 / Santa Monica, USA
- **Designer / Technical Artist**
Method Studios (Method EXP, realtime unit)
Aug 2015 – Jan 2016 / Santa Monica, USA
- **Art Director, Graphic-, Motion-, Web-Designer**
Closer / Focus / mosquito / freelance
Aug 2004 – July 2015 / Bremen, Germany

EDUCATION

- **Integrated Design, M.A.**
University of the Arts Bremen Bremen
2008 – 2014 / Bremen, Germany
- **Media Designer**
Wilhelm Wagenfeld Berufsschule Bremen
2005 – 2007 / Bremen, Germany

LANGUAGES

- Italian (native/bilingual)
- German (native/bilingual)
- English (fluent)

PROFESSIONAL SUMMARY

18+ years of multidisciplinary design work experience, ranging from creative concept development, art direction and UX design to prototyping, product and interaction design and software development.

Successfully co-developed, led and contributed to many high-profile AR / VR / MR projects, R&D efforts and proof-of-concept prototypes for various platforms.

Extensive hands-on experience in working with leading game engines (Unity, Unreal Engine), platforms (NVIDIA Omniverse) and development environments.

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

SKILLS

- Multidisciplinary skillset across creative, design and technical disciplines
- Extensive experience in AR / VR / XR
- Substantial knowledge of UX/UI and product design
- Expert prototyping skills in leading game engines
- Strong artistic and design sensibility
- Strong programming skills
- Cross-functional communication skills between design and engineering
- Passion to push the interactive medium
- Project leadership (internal and client facing)

SOFTWARE & TOOLS

- Game Engines: Unity, Unreal Engine
- Code: C#, Python, HTML/CSS
- UX: Figma, Adobe XD, miro
- 3D: NVIDIA OmniVerse, Blender, Cinema4D
- Adobe Creative Suite: After Effects, Premiere, Photoshop, Illustrator, InDesign
- SVN: Sourcetree, Bitbucket, Perforce

SELECTED PROJECTS

Seamless WebGL/AR prototyping

Unity / mobile / Magnopus, 2021

R&D for seamless, browser-based roundtrip
WebGL-to-AR-session experiences

Interactive VR tie-in experience for animated movie

Unity / Oculus Quest 2 / Magnopus, 2020

Interactive VR experience based around synesthesia
and musical immersion.

- Co-developed and designed narrative arc, gameplay systems and interactions as well as visuals in close collaboration with client and team

Dubai Expo 2020 Explorer

Unity / multiplatform / Magnopus, 2019 – 2020

Large-scale, multiuser location-based AR experience
for the Dubai World Exposition.

- Co-designed overall UX and prototyped systems and interactive experiences
- Implemented User Avatar Editor UX/UI

High-profile location-based public space interactive AR experience

Unity / mobile / Method EXP, 2018 – 2019

Collection of location-based interactive AR
experiences, deployed globally (36 unique locations)

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

Immersive realtime architectural visualization

Unity / 360° projection / Method EXP, 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

The Change

UE4 / HTC Vive VR / Method EXP, 2018 – 2019

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

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

High-profile prototype for high-fidelity product visualization for mobile AR

UE4 / mobile / Method EXP, 2018

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

R&D prototype for gesture-controlled, real- time cooperative multiplayer experience

UE4 / immersive projection / Method EXP, 2018

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

High-profile mobile 3-DoF VR archery game

Unity / mobile VR / Method EXP, 2018

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

Justice League VR

Unity / VR, multi-platform / Method EXP, 2017

Movie tie-in VR game; Collection of 6 mini games,
each with individual VR-centric gameplay mechanics.

- Art Direction, UX/UI, gameplay prototyping and implementation

Remembering Pearl Harbor

UE4 / HTC Vive VR / Method EXP, 2016

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

- Art direction, UX/UI, tech art

SELECTED PROJECTS

High-profile location-based public space interactive AR experience

Unity / mobile / Method EXP, 2018 – 2019

Collection of diverse, location-based public space interactive AR experiences, deployed globally (total of 36 unique locations)

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

Immersive realtime large-scale architectural visualization

Unity / 360° projection / Method EXP, 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, interactive product functionality visualization

Unity / mobile / Method EXP, 2018

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

The Change

UE4 / HTC Vive VR / Method EXP, 2018 – 2019

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 interactive AR architectural miniature visualization

UE4 / mobile / Method EXP, 2018

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

High-profile prototype for high-fidelity product visualization for mobile AR

UE4 / mobile / Method EXP, 2018

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

R&D prototype for gesture-controlled, real-time cooperative multiplayer experience

UE4 / immersive projection / Method EXP, 2018

- Developed and implemented various gameplay prototypes in collaboration with small R&D team
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High-profile mobile 3-DoF VR archery game

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Justice League VR

Unity / VR, multi-platform / Method EXP, 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.

- Art Direction, UX/UI, Gameplay prototyping and implementation

Remembering Pearl Harbor

UE4 / HTC Vive VR / Method EXP, 2016

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

- Art Direction, UX/UI design and implementation, Tech Art