Will Park

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Website: www.willparkdesign.com
Multidisciplinary designer specialising in XR design and development

Softwares

• Unity 3D / URP / HDRP
• Maya
• Substance Painter
• Adobe Suite: Illustrator / Photoshop / Premiere / After Effects
• Figma

Skills

• C#
• Game mechanics / systems development
• Level Design
• XR Design
• VR/MR development
• Project Management
• Environment design
• Unity lighting (built in / Bakery)
• Quest 2/3 development
• UI/UX
• Graphic Design
• Branding
• Languages: English, Mandarin, Japanese (Elementary)

Education

• **Parsons School of Design**
$20,000 annual scholarship

• **Relevant courses:** Core Game Design courses, Code, CGI, Cinematography and Lighting, Creative Careers

Experiences

Octonic VR | New York, NY | March 2022- present
Game Design Lead & XR UI/UX designer

• Led the creative direction for environment and game design, crafting entire experiences from concept to completion.
• Integrated new assets and baked lighting (Bakery) into existing scenes to elevate visual fidelity and optimize performance, allowing graphics to be upscaled by 1.1–1.4x.
• Diagnosed and resolved critical issues such as user comfort, performance, and visual artifacts in all stages of production to deliver optimal quality to our thousands of users.
• Designed the visual branding and full UI/UX of the company's new flaship software: Kinneta. Collaborated with seasoned XR UI/UX specialists who has worked with Supernatural and Apple.
• Developed a streamlined solution for over 50+ static skybox environments through meticulous use of optimized shaders and animations. Collaborated closely with the workout director to ensure visual fidelity and optimal scene orientations for greater cinematic composition.
• Developed VFX and interactive visual assets, from audio / intensity visualizers to emoting systems tied to the trainers.
• Led cross functional team meetings, coordinating with other creatives and engineers to improve design and functionality.

Immersive Insiders XR Challenge | Dec 2024 – Jan 2025
Creative Direction & Developer

• Pioneered the creation of Lingo Bud, a mixed reality language learning app, selected as a finalist among 3000+ participants.
• Having no prior experiences with AI in Unity, effectively integrated an Open AI model in XR to both generate concise and controlled text and trigger events within the experience.
• Overcame a 2 week delay to develop a full fledged working prototype under pressure, impressing the organizers and the judges with the apps functionalities and creativity.
• With extensive experiences in both 3D modeling and UIUX optimized for XR, I provided guidance and deadlines for the 3D modeler and the UI/UX designer on my team, and put my full trust in them to deliver essential assets on time.
• Delivered a compelling pitch for our finalists interview, showcasing a strong product vision and the market potential for the app.