Hongming Li - XR Interaction Designer

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An XR designer, developer, and artist with an MFA in Media Design from Art Center and 5 years of architectural experience, I bring a proven track record in crafting immersive digital narratives, showcased in innovative projects for BMW's Innovation Lab at CES 2024. My expertise encompasses 3D design and XR interaction within game engines, enriched by a distinctive aesthetic in visualization and storytelling. I possess extensive research in user experience, specifically in the automotive realm, demonstrating a deep understanding of user-centered design principles and the ability to transform insights into engaging XR solutions.

EXPERIENCE

XR Interaction Designer and Developer BMW Group. Munich Germany 02/2023 - 12/2023
- Contributed to the core innovation design lab at Munich headquarters, devising design and technology strategies for future in-vehicle UIUX over the next 5-10 years.
- Independently designed and developed multiple GIS visualization Android UI apps, for XReal AR devices using Unity, from concept and storyboard creation to app building and demonstrative presentations. Established pipelines for future products.
- Leveraged a combination of Unity, Unreal, Blender, Protopie and AIGC for development, specializing in shader writing, network configurations, and system integration. Delivered over 50 shaders in Unity. Managed and maintained the packages.
- Collaborated with interdisciplinary teams from San Francisco, Shanghai, and Beijing, including Machine Learning engineers, software developers, CMF designers, and marketers, to drive innovation within the Metaverse imagination.
- Generated action data for the BMW personal assistant for the Chinese market using Rokoko suite and Unreal Engine 5.
- Our group's collaborative project was selected for presentation to the BMW board at the annual conference in Munich.
- My source code and model directly contributed to the 'BMW Augmented Reality Concept' demo showcase at CES 2024, Las Vegas.

Teaching Assistant ArtCenter College of Design. Pasadena CA 09/2022 - 12/2022
- Assisted in the "Everyday Immersions" course, guiding students through VR applications in daily scenarios using tools like photogrammetry, Gravity Sketch, and motion capture.
- Led research-driven projects. Advocated system thinking by integrating VR techniques into real-life contexts, enhancing students' ability to conceive comprehensive MR designs. and apply innovative solutions to technical challenges within their MR designs.
- Contributed to example files development that met design standards and showcased forward-thinking concepts.

Freelancer 3D Artist BOLTBOLT LLC. Pasadena CA, 04/2022 - 10/2022
- Crafted storytelling 3D scenes for NFT promotions, spotlighting the unique speaker infused with ferrofluid. Utilized Blender to design several scenes with diverse themes and visual styles, and created engaging motion graphic animations.
- Developed AR meta-layer for the speaker, and built crypto assets for NFT owners to personalize the speaker.

3D and Visual Artist Ember Technology Co., ltd, Shenzhen China, 01/2021-09/2021
- Expertly crafted 3D visualizations of showrooms and pop-up stores using Blender and TouchDesigner, with an emphasis on creating state-of-the-art interactive installations integrating physical electronics and computational devices.
- Played a pivotal role in team collaboration, from conceptual sketches and prototype installations to ensuring the longevity and functionality of interactive setups through post-maintenance.

EXHIBITED PROJECTS

'BMW Augmented Reality Concept' demo showcase at CES 2024, Las Vegas, US 01/2024
Source code and 3D model directly contribution.

'Parade Town' ArtCenter Exhibitions presents Los Angeles, US 12/2022
Creating 3D interactive filters based on Lens Studio and exhibiting at ArtCenter DTLA.

Gemdale Plaza Visual Design, China 7/2023
Graphic design that assisted nationwide Gemdale Real Estate's mall promotions with the aid of AIGC. Utilized Photoshop and After Effects to create dynamic posters and banners.

EDUCATION

Master of Fine Art in Media Design Practices, ArtCenter College of Design, Pasadena CA, from 09/2021, GPA 3.95
Bachelor of Architecture, Huaqiao University, Xiamen China, 09/2016-07/2021
Exchange student of Bachelor of Architecture in Niigata University, Niigata Japan, 04/2019-08/2019

SKILL SETS

UI UX: Wireframe, User Test, Motion Graphic, Video Edit, Protopie, Figma, Adobe Suite (Photoshop, Illustrator)
3D & Visualization: Blender, Gravity Sketch, Rhinoceros, V-Ray, AutoCAD, After Effect
XR & Creative Prototyping: Unity, Unreal, Arduino, Processing, C#, HTML/CSS, GLSL, VR/AR/MR, Lens Studio, AIGC
Other: Architecture Design & Visualization, Graphic Design, 3D printing, Projection Mapping, Machine Learning

LANGUAGE

English(Fluent), Chinese(Native), Cantonese(Fluent), German(Basic), Japanese(Basic)