

JOSEPH HOROWITZ

AR Designer + Prototyper

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experience

3M Design
AR Designer
Nov 2021 - May 2023

Consulted on, researched, designed and prototyped AR solutions for 3M as their only in-house AR prototyper. Work exhibited internationally as well as used company-wide in sales processes, training, and manufacturing.

3M Design
Design Intern
Jun 2021 - Oct 2021

Researched principles for AR/MR wearable design; rapidly prototyped and developed 3M app demos for HoloLens 2. Two projects patented.

CMU HCII Institute Research
UX Researcher
Jan 2021 - Jun 2021

Conducted UX research on the bias in the City of Pittsburgh's Office of Permits Licensing and Inspections online portal interface.

education

Carnegie Mellon University
Aug 2017 - Jun 2021

BFA in Electronic and Time Based Media.

projects

3M Post-It Interactive
Mural Guide

Designed and prototyped various interactive demos for HoloLens 2 to guide users through the construction of large scale, complicated post it murals. Patented under 3M and showcased at CES 2023.

3M FASARA + DI-NOC
AR
Sales Tool

Created a mobile AR application to showcase 3M's architectural finish product catalog. Used for rapid and flexible product presentations internationally and showcased at Milan Design Week 2022 + 2023.

3M Command Hanging
AR
Assistance

Designed and prototyped an interactive demo for HoloLens 2 assist users in planning and hanging collections of art on walls. Patented under 3M and showcased at the DIY Summit 2022 in Copenhagen.

skills + apps

Unity / Unreal Engine
Figma
Adobe CC Suite
Blender
MRTK
Vuforia

Interaction Design
3D UX/UI Design Pipeline
Game Development
Shader Creation
AR/VR/MR App Development

C#
Javascript
HTML
CSS
GLSL / HLSL