

ROYI ROZEN

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[LinkedIn](#) | [Portfolio](#) | [Company](#)

Empowered by a passion for crafting intuitive, pixel-perfect design tools for technical audiences, I aim to leverage HCI and design expertise to help developers build their best work. My background blends deep product thinking, Figma prototyping, and practical engineering knowledge to deliver impactful user experiences at scale.

EDUCATION

Cornell Tech (Cornell University)

Aug 2024 - May 2026

Dual M.S. in Computer & Information Science (Cornell) & Applied Information Science (Technion), Connective Media concentration
William & Barbara Dahl Master's Fellowship for significant academic accomplishment

Relevant Coursework: [Virtual & Augmented Reality](#), [HCI & Design](#), 3D Interaction Design, Machine Learning, Computer Vision, Psychological & Social Aspects of Technology

Tel Aviv University

Oct 2018 - May 2023

MFA & BA in Digital Media (Cum Laude, GPA: 3.87)

Specialization: 3D Engines & HCI Design

TECH STACK

Design Tools:	Adobe PS/AI/ID/AE/PR/LR, Figma, Canva, CSS
Programming:	C#, Python, JavaScript, WebXR, HTML
3D Tools & Libraries:	Unity, Unreal Engine, Three.js, ShapesXR, Spline, Blender
AI Tools:	Cursor, Replicate, ChatGPT, Google AI Studio, Flux
Other Tools:	Microsoft 365, Stable Diffusion, Jira, ArcGIS, Davinci Resolve

EXPERIENCE

ARoundU | Founder

Jan 2022 - Present

- Founded a company creating immersive storytelling with XR software, intending to bring people together in public spaces
- Addressed stakeholders' challenges with creative solutions
- Developed and implemented projects, including real estate, guided tours, social impact campaigns, art installations and games
- Managed teams of freelance developers, designers, and creative directors [Company Site](#)

XR Collaboratory | Student Researcher (Cornell Tech)

Aug 2024 - Dec 2024

- Designed and prototyped UX for a next-gen XR social media platform, enabling collaborative spatial reactions in public spaces
- Identified a gap in traditional AR social platforms by addressing the lack of geo-anchored feedback. Leveraged Unity's ARFoundation + Google Maps' Geospatial Creator validated in a live pilot [Project Post](#)

Caesarstone Ltd | Augmented Reality Consultant

Jun 2024 - Dec 2024

- Advised Caesarstone leadership on AR adoption for consumer and partners to enhance product visualization & engagement
- Secured cross-functional buy-in for AR demos and \$250K in additional budget for AR expansions in 2025 [Strategy Deck](#)

Sagol Brain Institute | Virtual Reality Designer & Project Manager

Mar 2022- Jun 2023

- Engineered VR applications in Unity for raising climate change awareness and therapy
- Integrated motion trackers and created 3D interactive scenarios for partially paralyzed patients [Climate VR Link](#)

GrayMatters Health | User Experience Designer

May 2022 - Aug 2022

- Designed Brain-Computer Interface (BCI) therapies for PTSD by integrating EEG with 2D interactions
- Accelerated clinical testing outcomes by delivering high-quality solutions on schedule

Film Director – Self-employed

Mar 2016 - Jan 2022

- Directed, filmed, edited and produced high-end video production, leading teams in the creation of engaging content and storytelling reaching millions of people across the world [Reel](#)

PROJECTS & LEADERSHIP

Cornell Tech | Club President: BigRedXR, LLM and Future Founders Club

Aug 2024 - Present

- Founded and organized meetups for 100+ members; coordinated cross-department collaboration

Zikim Augmented Reality Historical Tour (WebXR, JavaScript)

- Led an 8-person team to launch 10 AR stations showcasing archival heritage content

"Both of Us": Immersive VR Dystopian Film (Unreal Engine, 3D Scanning)

Fall 2023

- Directed & produced VR experience as a final MFA thesis. Led a team of 45 volunteers [Teaser](#)

DemocracyAR | Co-Founder

Jan 2023 - Oct 2023

- Assembled a team in response to the judicial overhaul in Israel, creating an AR civic engagement campaign that won 2 hackathons

Languages: English (Fluent), Hebrew (Native), Spanish (Basic)

Interests: Swimming, Photography, Guitar, Hiking, Team-based board games