

# Youhan Guan

UX Designer / Prototyper

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## Selected Experience

Blackbird Interactive Inc.

### Senior UX Designer / Lead UI/UX Designer

2020-2024

- Co-pitched *Earthless* with a playable prototype made in Unity, led to project greenlit.
- Led UI/UX design for the project, conducting **competitive analysis**, integrating findings into **user-centered design**.
- Created wireframes and interactive prototypes in Figma; delivered design to directors and teams. Conducted early design validation through user testing on **prototypes**.
- Owned **end-to-end design**, led feature development from concept to in-game completion with **cross-functional** teams.
- Implemented pixel-perfect, adaptive UI visuals and animations in **Unity**.
- Gained media traction, with 20k+ wishlists during Steam NextFest.

### UX Designer / UI Technical Designer

2019-2020

- Designed and coded (C#) user-generated content editor UI/UX for AAA *Crossfire: Legion*. Conducted **qualitative user research**, addressing internal and external user needs and pain points.
- Coded front-end features for *Minecraft Earth* live-ops and optimized *Hardspace: Shipbreaker's* outgame UX.

BANDAI NAMCO Studios

### Technical UI Artist

2017-2018

- Collaborated with engineers and designers to deliver UI panels, prefabs, functionalities and motion (coded in C#) for an *unnamed AAA mobile game* and the live-ops of *Tekken Mobile*.
- Created project and studio **UI optimization** guideline, resulting in a 3x UI performance improvement in Unity.

ACM SIGGRAPH

2017-2019

### Tech Lead (Part-Time)

- Designed and implemented visual flow and interactions of VR launcher / co-located multiplayer lobby for *VR Theater* program at SIGGRAPH 2018 and 2019. Created interactive visual effect, optimized performance for **Oculus** headsets in Unity and Unreal.

IBM

### UI/UX Design Intern

2014-2015

- Designed user flow **wireframes**, UI **mockups** and illustrated visual elements for cross-platform application features end-to-end. Designed for complex systems, including *IBM Watson* and *Incentive Compensation Management* Desktop/Web/Mobile Applications.

## Projects

### Earthless

BBI | Team 17

- PC, Switch

### Hardspace: Shipbreaker

BBI | Focus Entertainment

- PC, PS5, XBOX

### Minecraft Earth

BBI | Microsoft

- Mobile

### Crossfire: Legion

BBI | Smilegate

- PC

### Tekken Mobile

Bandai Namco Studios

- Mobile

### Unannounced AAA Game

Bandai Namco Studios

- Mobile

### VR Theater

ACM SIGGRAPH

- Oculus Rift S | Quest

### Holohoops

Unity Technologies

- Hololens

### Muse Public Art App

Microsoft

- Mobile AR

### Longhouse 5.0

Toronto Metropolitan University

- VR

## About Me

Senior UX Designer and Prototyper with 8+ years of experience leading end-to-end design processes and bridging cross-functional teams. Specializes in enhancing games and AR/VR experiences UX through user-centered design and rapid-prototyping strategies.

## Education

### Master of Digital Media

2017

University of British Columbia

Master of Digital Media Scholarship

### Specialized Honour B.A.

### Digital Media (CS and HCI)

2016

York University

Dean's Honour Roll

## Skills

### Software

Figma  
Illustrator  
Photoshop  
Blender

Unity  
Unreal Engine  
Visual Studio  
Xcode

### Skills

UI/UX Design  
Interaction Design  
User Flows  
Wireframing  
Design System  
Style Guide  
User Research  
Usability Testing

Rapid-Prototyping  
UI Tech Art  
Game Development  
XR Development  
Front-end Dev  
Git/Version Control  
2D/3D Workflow  
Vector Math

### Programming Languages

C#, Swift, Java  
HTML, CSS, JavaScript

### Others

Agile Methodology  
Sprint Planning  
Waterfall Methodology  
Strike Team Management

Fluent in English and Mandarin

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To: Meta

Dear Hiring Manager and the Reality Labs Team,

In 2011, I tailored my Computer Science coursework to meet all prerequisites for a final-year course, *Virtual Reality*, beginning my journey of designing and developing interactive experiences in Unity. Two years later, when I first used the Oculus Rift DK1, a whole new world opened up for my imagination. In 2015, as part of a team, I proposed the idea of integrating the live video feed from a Leap Motion, mounted on a Oculus Rift DK 2, to achieve a MR experience where the player could switch between an AR view and a VR world using intuitive hand gestures. We developed the concept as a game called *Blink* for the Leap Motion 3D Jam.

Inspired by AR research from MIT Media Lab and other applications, along with my experience in UI/UX design, I continued exploring AR/VR interactions. Over the years, I designed and developed AR prototypes for Unity (*Holohoops* through HoloLens), location-based AR applications for Microsoft (Android) and co-located multiplayer VR experiences for SIGGRAPH (Oculus). Meanwhile, I gained end-to-end UX design and UI Technical Art experiences, through my work in developing AAA games and original IPs, such as *Minecraft Earth* and *Hardspace: Shipbreaker*. Believing in the intuitiveness of diegetic and spatial UI, I led the UI/UX design and implementation of *Earthless*, adding a unique touch to the tactical game genre.

Throughout the past decade, Oculus headsets have been central to my research and career, while Meta's products have consistently brought me joy and inspiration. From DK1 to Quest 3 (where my early dreams for MR are now within reach), from the Oculus First Contact to Oculus Home (where I could easily spend hours arranging books on my "shelf"), I am excited about opportunities to contribute to innovative experiences on Meta's platforms, providing natural, personalized, accessible and high-quality experiences for an even broader audience.

Thank you very much for your consideration,

Youhan Guan

2024/10