# Felix Li

## CREATIVE TECHNOLOGIST

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## PROFILE

Versatile and creative **Creative Technologist** working at the intersection of UX/UI design, development, and product ownership, paired with a passion for innovation in AR/VR.

Successfully launched an **indie game on Steam** built with **Unity and C#**, showcasing technical expertise, creative vision, and hands-on prototyping skills.

Designed **AR-based interactions** during Masters degree at the Royal College of Art to help users enhance time management and organization, highlighting a user-centered approach to emerging technologies.

Previously led projects as a **Product Owner** and **Project Manager**, collaborating and leading cross-functional teams to deliver impactful digital solutions.

Driven to explore and prototype innovative user experiences, with a focus on experimentation, creativity, and pushing technological boundaries. Enthusiastic about contributing to dynamic, fast-paced teams shaping the future of AR/VR.

## RELEVANT PROJECTS

### 🎱 Pool 2
#### Solo Indie Game Developer
2023 - Present

- Designed, developed, and launched an indie game using Unity and C#, showcasing technical and creative prototyping skills.
- Built and tested interactive gameplay systems, focusing on usability and player engagement.
- Showcased the game at EGX and Thurrock Screen Culture Festival, gathering player feedback to refine the experience.

### 🖥 Timie
#### AR Interaction Design Prototyper
University Project
2019 - 2020

- Concept:
  - Designed Timie, a "time companion", to help individuals with ADHD or poor time management leave their house on time. Timie gamifies punctuality by visualizing a version of the user leaving on time, encouraging the user to "race" and beat it.
- Problem Space:
  - Conducted user interviews to identify key issues contributing to chronic lateness, such as:
    - Not knowing when to start getting ready to leave the house on time.
    - Poor planning and forgetting preparatory tasks.
    - Underestimating how long these tasks take.
- Process & Experimentation:
  - Developed iterative prototypes:
    - Physical timelines using post-it notes to represent tasks visually.
    - Visual timelines via messaging tools to communicate tasks and remaining time.
    - Conceptualized AR interactions for future devices like Google Glass before adapting to a smartphone/smartwatch app for accessibility.
- Software / Medium:
  - Photoshop, Adobe Illustrator, Physical prototypes (e.g., post-it note timelines).
- Outcome:
  - Developed a final visual prototype of the smartphone/smartwatch app, showcasing a creative and user-centered solution to time management challenges.

# EDUCATION

**MASTER OF ARTS**

Royal College of Art

Innovation Design Engineering

2016 - 2018

**MASTER OF SCIENCE**

Imperial College London

Innovation Design Engineering

2016 - 2018

**BACHELOR OF ENGINEERING**

Imperial College London

Mechanical Engineering

2013 - 2016

# PROFESSIONAL EXPERIENCE

**MyMiniFactory**

Product Owner, UX/ UI

2020 - 2023

- Prototyped and launched core platform features such as FronTiers ($50K revenue/month), FronTiers Builder (Saving 6 workdays per campaign), and the Designers Store Page, driving measurable business and user impact.
- Conducted user research (surveys, interviews) to identify pain points and inform design decisions.
- Designed wireframes, interactive prototypes, and high-fidelity mockups to communicate solutions to cross-functional teams.
- Collaborated with engineers to implement features using Agile methodology and prioritised sprints.
- Led user testing and QA, ensuring seamless product launches.

**MyMiniFactory**

Front-end Web Developer, UX/ UI

2019 - 2020

- Coded static content web pages with a one day turnaround using HTML and CSS
- Designed and developed the company blog in Figma and coded it using ReactJS and PHP.
- Optimized page load speed, increasing Lighthouse scores by 40.
- Managed and launched the Customizer Project, achieving 50,000 downloads 100,000+ views.

# INTERNSHIPS

**MyMiniFactory**

Project Manager, Front-end Web Developer, UX/ UI

2019

- Conducted user research through interviews and surveys to inform design decisions for the Customizer Project.
- Designed low-fidelity prototypes and user flows to visualise product interactions.
- Led user testing sessions to streamline user experience.
- Worked cross-functionally with the engineering team to iterate on features.

# AVOCATIONS

**Pro Kabaddi League**

Professional Athlete

2023 - 2024

- Played for Dabang Delhi K.C. in Season 10, (watched by 226 million viewers), building discipline, resilience, and teamwork.

# SKILLS

**PROTOTYPING & DESIGN**

- User research
- Wireframing
- Interactive Prototyping
- AR/VR Interaction Design

Figma

Photoshop

Illustrator

Premier Pro

**TECHNICAL**

- Unity (C#)
- ReactJS
- HTML, CSS
- Git
- MySQL

**SOFT SKILLS**

- Project management
- Agile Methodology
- Stakeholder Communication