



# 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

- Designed a "time companion" to help individuals with ADHD or poor time management leave on time by gamifying punctuality through a virtual "race" against a version of themselves.
- **Conducted user interviews** to identify key issues (e.g., poor planning, underestimating task durations). Prototyped solutions using:
  - Physical timelines with post-it notes.
  - Visual timelines via messaging tools.
  - **AR concepts** for Google Glass, later adapted to a smartphone/smartwatch app for accessibility.
- **Tools:** Photoshop, Adobe Illustrator, physical prototyping.
- **Outcome:** Delivered a final visual prototype, demonstrating an innovative and user-centered approach to time management.

### Pasta or Noodles

#### Machine Learning Prototyper

2024

- **Prototyped a playful machine learning tool** to classify images as pasta or noodles, exploring image classification techniques.
- **Built a custom dataset and trained a model** using PyTorch in Python.
- Gained hands-on experience in data preparation, debugging, and iterative model improvement.
- **Tools:** Python, Kaggle, PyTorch, Jupyter Notebook
- **Outcome:** Delivered a functional prototype, deepening understanding of ML workflows and practical challenges.

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.

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

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
- Python
- ML/AI Prototyping

SOFT SKILLS

- Project management
- Agile Methodology
- Stakeholder Communication