

Antonio Arocho Hernández

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Designer and innovator with over 6 years of experience and 10 years in software. Have a passion for research, deep thinker dedicated to solve complex problems. Always thinking of the future. Created a successful 3D department, reduced turnover time by 90%, managing 3 teams and cutting the budget by 25%. Seeking a position in the design field to continue building the future, lead teams for a more immersive, innovative experiences.

Professional Experience

Head of Design CGI

Visiting Media – Portland, OR

August 2020 – Present

- Oversee Department Operations - planning and development of a new 3D department, overseeing the entire design projects. Monitoring the staff members to ensure they adhere to the budget and timeline constraints.
- Ensure Product Development Deliverables - Work closely with the Head of Product and our UX team to streamline our experience of each product, track and forecast future orders.
- Analyzing market research to create more effective design, plan and implement and conduct proof of concept tests.
- Quality Control - Renders from large architectural spaces, 360's, VR Ready, to single assets for AR deployment. Extraction from Satellite information to create accurate 3D Maps to show large cities and buildings, and lead international teams in creation of the orders. Please see all the work I've made [here](#).

Freelance

3D Designer / Creative Technologist – International

April 2016 - Present

- Morph animations, footwear and products for up-and-coming designers to produce their products in 3D. Creation of detailed products, materials, texture and shaders, AR applications for furniture placement, 360 VR videos, design end-to-end flows and visuals, UV's and rapid prototypes for XR experiences for art, design and architecture.
- Oversee, design compelling experiences for VR and AR projects, optimize and work in the user experience
- Lead Designer on a Unity VR experience that launched as an Android app; showcased a VR app in the prestigious Portland Gallery in Mayfair to commemorate the life of David Spiller.
- Completed urgent design project across three time zones in 1/3 the average amount of time by maintaining constant communication and adjusted work hours to achieve approvals.

Education for Fashion Technology (E4FT)

UX Designer – London, UK

June 2018 – September 2018

- Collaborated with students from two other Universities to create virtual, mixed reality solutions using technology; completed research and developed a product to connect children with nature.
- Assumed leadership role to create a prototype, provided details for operation with haptic feedback and established CGI for the final pitch.

Microsoft

Creative Technologist / XR Collaborator (Team Leader) – London, UK

February 2018 – June 2018

- Led a mixed reality group of six individuals to develop a virtual reality shopping experience; designed the concept, developed the experience, and chose the designer, Vivienne Westwood.
- Established 3D modelling, CGI, animations, and the Unity VR development for the team to contribute to UX, video recordings, and presentations.
- Pitched the experience to an audience of 400 including international press, resulting in the display of the video on the Microsoft Times Square Billboard in NYC.

Change of Paradigm

UX Designer / AR Consultant – London, UK

January 2018 – July 2018

- Co-produced digital fashion products in AR and VR platforms through recording, styling, and app design; pitched products to a group of 15, including the board, CEO, and CTO.
- Lead the design team, pre-selected looks for ordering, and fitted actors, created the UX of the application while received praise for the product. It was launched as their second-generation iOS.

Education

Stanford University, Stanford, CA

2020

Machine Learning Program

London College of Fashion, University of the Arts London

2017 - 2019

Master of Arts, *Hons* (M.A.) in Footwear and Technology

School of Plastic Arts and Design of Puerto Rico

2012 – 2017

Bachelor of Fine Arts, *Hons* (B.F.A.) in Industrial Design

Software Knowledge, Technology and Skills

8 - 6 years: Rhinoceros, Keyshot, Adobe CC

5 - 3 years: 3DS Max, Autodesk Maya, Unity, Freeform, Blender

2 - 1 years: Unreal Engine, Substance Painter, Spark AR, Vuforia,

Lumion, Twinmotion

Headsets: HTC Vive Pro, Hololens, Oculus, Odyssey+

Extra Skills: Machine Learning, Character Rigging,

Animation, Python, Unity Scripting, 3D printing, hand

sketching, prototyping, #C