# Jim O'Donnell

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Portfolio


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## PROFILE

**UX Design Prototyper** with 11 years of experience in the Virtual Experiences and Product Design industries with a specialty in AR/VR, and inputs. Worked on the System UX Design team and contributed to the launch of Quest, Quest 2, and Quest Pro – with over 14.8 million units sold worldwide. Especially effective at rapid prototyping in the virtual space. Strong skills in Unity 3D, C#, Adobe Creative Cloud and other design tools. Earned a reputation for strong collaborative relationships with cross-functional partners. Background also includes video production and editing. Characterized as having an enthusiastic and highly communicative work style with a clear focus on quality. Areas of expertise include:

- Unity 3D Development
- Android SDK and tools
- AR/VR Experiences
- C#
- 3DS Max
- Design Validation prototypes
- Data Collection Prototypes
- User Research Prototypes
- Visual Studio
- Video Content Creation
- Wireframing
- Figma
- Technical Interviewing
- Adobe (Photoshop, Premiere, After-Effects)

## PROFESSIONAL EXPERIENCE

**Meta**, Menlo Park, CA **2018 to 2023**

**Sr. Product Design Prototyper, Meta Quest System UX & Input**

- Built fully functioning prototypes supporting System UX team by showing early design iterations of Meta Quest System OS. Quest launched with final design iterations built into platform.
- Worked directly with designer conceptualizing updated layout and form factor of virtual keyboard and building fully interactive prototypes to validate designs.
    - Spec and form for virtual keyboard used in Quest, Quest 2, and Quest Pro today.
- Built prototypes for data collection used to train auto-correct model in Quest virtual keyboard.
- Collaborated with multiple cross-functional teams (Pathfinder, Design, Research, Engineering) and built prototypes over 2 years supporting launch of tracked hands on Quest.
- Built an ASL Keyboard prototype (hackathon) in which Quest successfully recognized entire ASL alphabet using hand tracking and provided a novel input method for text entry.
- Built wearable device prototype (hackathon) using off the shelf electronics (Arduino, Raspberry Pi), with pressable mechanical buttons and haptic motors embedded in fingertips of partial glove.
    - Worked with engineer to ensure functionality as input/output device in Unity.
- Did iterative prototyping on-device (Quest) to fine tune and improve pointer and interaction models for indirect ray-based interactions using hand tracking in system shell.
- Built prototypes supporting dynamic ray-based cursors used today in Quest headsets for both hands and controllers.
- Built wireframes, Figma design flows, and fully functioning research and design prototypes that improved user interaction for Guardian safety system in Quest using hand tracking. Shipped.
- Worked with designer wireframing and conceptualizing Quest system gesture using tracked hands. Built iterative prototypes until refined and robust experience emerged.
    - Directly led to engineering implementation of system gesture using tracked hands found on Quest, Quest 2 and Quest Pro today.
- Conducted over 50 candidate interviews, including technical interviewing resulting in 6 direct hires.
- Wrote additional questions for candidate interview bank, currently in use.
- Built prototypes exploring Accessibility features on Quest.

- Spearheaded design iterations for new interaction audio for Quest OS.
- Design and prototyping support around novel human interface-based inputs. Shipping soon in Meta MR and VR products!



**Jackson Dawson Communications**, Dearborn, MI **2014 to 2018**
**Director of Emerging Technologies**

- Expert on emerging AR frameworks and built prototypes to explore and validate how new technology could enable new business with existing clients using in-house capabilities.
- New department's sole employee in 2013 – Pathfinding virtual content creation and Unity development in virtual experiences and validating the need to build a formal team.
- Founding member of in-house digital experiences group Texel Logic.
    - Produced in-dealership kiosks, custom mobile enterprise apps for OEM trainers, 2D CG content, VR experiences supporting vehicle launches and trade shows
- Scouted, recruited, interviewed, and hired from deep personal and professional network to strategically grow team.
- Planned, oversaw, and built successful digital experiences for clients across diverse platforms and styles from touchscreen kiosks to mobile devices, AR and VR.

**NonLinear Creative**, Sterling Heights, MI **1999 - 2018**
**Founder, Sr. Video Editor, Producer, App Developer**

- Video editing for: Television, Cinema, Advertising, Corporate Training & Communications.
- Vehicle library videos for OEM's including Chrysler, Ford, GM, Volkswagen, Audi, Honda.
- Personal project: Designed, built, and published AR app for iOS Planets AR! using Unity and Vuforia AR framework.
- Collaborated with Avanti Press greeting cards – built iOS AR app *Get Funny!* which worked with a limited set of available printed cards and managed app publishing in the iOS App Store.

## EDUCATION

**International Academy of Design & Technology**
**Game Design & Production - Bachelor of Fine Arts (BA) with Honors**

## SUPPLEMENTAL TRAINING

**Creative Writing** – **Composition I & II**, Oakland University
**Intro to Screen/TV Writing**, Oakland University
**Screen Dynamics**, Maine Media Workshops + College