

William Rihn

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EXPERIENCE

Facebook

September 2018 - Present

Product Designer

- Architected and deployed scalable segmentation flow for Spark AR Studio, enabling simpler use of Facebook's AR creation tool.
- Designed augmented reality concepts to solve for expanded use cases across the Facebook and Instagram cameras.

Immersion Corporation

July 2013 - August 2018

Interaction Design Architect

- Principal designer for all haptic enablement toolchains, showcasing design capability and best practices in Unreal Engine 4, Unity, and audio/video editing pipelines.
- Led user experience of virtual reality demos at major events in both Unity and Unreal.
- Worked with AAA game studio to implement Immersion technology into their engine.
- Invented new hardware concepts and designed the creative workflow for next generation haptic gaming peripherals, using Unity 3D and C# to prototype concepts.
- Expert at best practice design and implementation of haptic effects across all verticals including virtual and augmented reality, automotive, mobile, and wearables.

Exodian Inc.

January 2005 - November 2009

Designer & Co-founder

- Led design and developed concepts, graphical assets, and interfaces.

Freelance Graphic & Web Design

2000 - 2011

Designer & Consultant

- Consulted for businesses to establish web presence and digital branding.

SKILLS

Interaction + UX Design
Visual Design + Layout
Adobe Creative Cloud
Sketch + Principle

Balsamiq + OmniGraffle
Haptic Technology
Video + Audio Editing
Rapid Prototyping

HTML + CSS
3D CAD
Unity 3D
Unreal Engine 4

EDUCATION

Master of Fine Arts in Design

Graduated May 2013

California College of the Arts, San Francisco, CA

Studies in Industrial Design

January 2010 - May 2011

California College of the Arts, San Francisco, CA

Bachelor of Arts in Film Production

Graduated February 2008

Fairleigh Dickinson University, Madison, NJ