

# Josh Mao

Creative XR Development | Product Design

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## Education

**UC Berkeley**, B.A. Cognitive Science - *Design Concentration*

08/2017 - 12/2021

- GPA: 3.64

## Professional Experience

**Tactic**, Creative XR Developer & Product Designer

06/2021 - Present

- Designed, developed, and shipped webAR applications using WebGL for clients including Disney, David's Bridal, University of San Francisco, Six Flags, Almond Breeze, American Express, Gillette, Challenge Dairy, Rabble Wines, and TGIF.

**XR Lab @ Berkeley**, Hololens AR Researcher

11/2020 - 03/2021

- Conducted augmented reality research and design centered around AR telepresence and mutual space finding with the Hololens 2.

**Target Corporation**, AR Product Design Consultant

09/2020 - 01/2021

- Through Berkeley Innovation, my team and I conducted design research and developed an augmented reality application for Target to explore intersections between store experience and virtual communities during the COVID-19 Pandemic.

**Jacobs Institute of Design at UC Berkeley**, Spark Grant Recipient for AR

08/2020 - 01/2021

- Selected as part of the Spark Grant Fall 2020 cohort and led a team of 6 students to research, design, and develop an AR piano music visualization application with a 90-second design visualization video.

**Entertainment Arts (EA)**, Design Research Consultant

02/2020 - 05/2020

- Through Berkeley Innovation, my team and I conducted user interviews, secondary research, and surveys to create an extensive journey map and to locate user pain points for EA's customer experience department.

## Programming Languages

- HTML, CSS, JS, Python, SQL, C#, Processing

## Tools

- Figma, Three.js/WebGL, Unity, Cinema4D, Maya, 8thWall SDK, Adobe Creative Suite, Git, Snowpack

## Skills

- Web Development, XR Development, Responsive Design, Product Design, UI/UX, Design Research