

LIGHT LIU

(626) 620-0618 • light@lliang.co • Los Angeles, CA • lliang.co

Creative technologist specializing in creating immersive experiences, blending technical skills in React, Three.js, Unity with spatial design for education, culture, and social impact. Proven track record of increasing user engagement and solving for user interaction issues.

EXPERIENCE

Creative Technologist & UX Engineer | California Migration Museum
San Francisco, CA (Remote/Hybrid)

April 2024 - Present

Digital museum developing immersive XR historical experiences in SF and LA

- Created XR storytelling experiences with 8th Wall, Unity, and A-frame, increasing user interaction time by 42% and elevating the brand's digital presence.
- Prototyped interactive mobile AR interfaces and historical narratives in Figma, allowing for 0 to 1 initialization of ideas and custom builds.
- Created visual and spatial design systems for mobile AR historical storytelling projects, optimizing for performance and usability.
- Led creative direction across web, mobile, and immersive content including 360 VFX and motion graphics using After Effects, Premiere, and Photoshop.
- Developed UX prototypes into functional web-based XR applications in Webflow using HTML, CSS, Javascript, React, AWS, and Github using Google APIs integrating real-time data and geolocation features.
- Iterated on prototypes based on feedback, reducing user interaction issues by 35%.

Brand & UX Content Strategist | Feels Like Floating
Los Angeles, CA

March 2022 - February 2024

Weekly outdoor and indoor immersive audiovisual concert series

- Designed cross-platform storytelling campaigns with immersive visuals for promotions, social media, live events, and artists.
- Directed UX content strategy across mediums, including branded animations, motion graphics, and audiovisual toolkits.
- Strengthened visual identity, refined brand voice, and optimized engagement, increasing collective following by 18K and boosted average engagement by 36%.

Interaction Designer | The Moth
New York, NY

January 2020 - March 2022

Global nonprofit dedicated to the art of storytelling

- Created social AR filters using Lens Studio and other interactive content for digital storytelling campaigns.
- Designed multimedia assets that increased social engagement and event ticket sales by 50%.
- Enhanced accessibility and interactivity on The Moth's digital platforms.

PROJECTS

Spatial UX & Sound Designer | MIT Reality Hack

January 2025

- Designed a multiplayer VR interface with spatial sound using Unity, ShapesXR, Figma, and Ableton.
- Collaborated on an interactive communication simulation; placed 3rd in the Aerospace Exploration track.

- Designed interactive web-based experiences using Figma for a UCLA campus-based social app.
- Prototyped new navigation patterns and built front-end features in React.

EDUCATION

Georgia Tech

December 2028

*Online Master of Science in Computer Science***Virginia Commonwealth University**

May 2016

Bachelor of Fine Art, Certificate in Venture Creation

SKILLS

Techniques	Tools	Teamwork
<ul style="list-style-type: none">• XR Design• Mobile AR Development• UX/UI Design• Front End Development• Web-based XR• Spatial Brand Identity• Prototyping• VFX & Motion Graphics• Video Editing• Interaction Design• Graphic Design• User Research• Sound Design	<ul style="list-style-type: none">• Figma• HTML• CSS• Javascript• React• Node.js• Three.js• A-Frame• After Effects• Photoshop• Premiere• Unity• Lens Studio• Google API• Amazon Web Services• Webflow• Ableton Live	<ul style="list-style-type: none">• Creative Problem Solving• Communication• Cross-Functional Team Collaboration• Agile Project Execution• AI-Optimized Processes• Self-Directed Project Ownership• Project Management• Proficient in Mandarin Chinese