



**Dominik Hofacker**  
Experience Designer

## SKILLS

Design Thinking  
UX / UI Design  
Rapid Prototyping  
HTML / CSS / JS  
Declar. Programming  
AR / VR  
Opportunity Mapping  
Value Statements  
KPI Frameworks  
Brand Experience Audit  
Personas  
Product Roadmapping

## TOOLS

Sketch  
Figma  
Flinto  
Principle  
Framer X  
Origami Studio  
Invision  
Adobe XD  
Adobe CC  
Final Cut Pro  
Cinema 4D  
Unity

## ASK ME ABOUT

My German origin  
Cultural differences  
My innovative VR project  
My passion for new tech  
My computer science studies  
My favela tour in Rio

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## EXPERIENCE

### ● Product Design Prototyper Intern (AR/VR) *Facebook*

Jun 2020 – Sep 2020 / London, United Kingdom

Incoming summer internship with a focus on AR & VR product design as well as the future of work and collaboration in virtual space.

### ● UX Designer *Jodel App*

Feb 2019 – Jul 2019 / Berlin, Germany

Shaping the future of Germany's most successful social media startup.

Responsibilities included creative problem-solving, creative strategy, UX research, User Journey Maps, Personas, and prototyping.

### ● Design & Software Dev Intern *NMY Mixed-Reality Communications*

Mar 2018 – Aug 2018 / Frankfurt, Germany

Implementation of a Unity-3D based VR application for a Motion Simulator.

Responsibilities included concept & ideation, environment design, 3D modeling / texturing / animation, virtual physics and game logic development.

## EDUCATION

### ● VCU Brandcenter *M.S. Bus. & Branding / Experience Design*

2019 – 2021 / Richmond, VA

The VCU Brandcenter has been recognized as America's number one program for creative problem solving, branding, and advertising.

### ● University of Fulda *M.S. Applied Computer Science*

2018 – 2019 / Fulda, Germany

### ● University of Fulda *B.S. Digital Media*

2015 – 2018 / Fulda, Germany