



Dominik Hofacker  
Experience Designer

## Work

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 Intern (AR/VR)  
*Facebook*  
Jun 2020 - Sep 2020 / Seattle, WA, USA  
Worked on metaverse software design as part of the AR/VR org. to deliver features for avatars that impact almost 3 billion monthly active users worldwide.
- User Experience Designer  
*Jodel App (Social Media Startup)*  
Feb 2019 - Jul 2019 / Berlin, Germany  
Shipped communication and monetization features across European and Middle Eastern markets that increased user conversion and retention for 2 million+ users.
- Design & Software Engineering Intern  
*NMY Mixed-Reality Communications*  
Mar 2018 - Aug 2018 / Frankfurt, Germany  
Designed and developed a mixed reality VR application that served as the unique selling proposition and revenue driver for a showroom experience.

## 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