



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

UX Designer & Prototyper II, AR *Microsoft Mixed Reality*

Jul 2021 - Present / Redmond, WA, USA

Leading the vision of future AR product experiences.

Product Design Intern, AR/VR *Facebook Reality Labs*

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 & SDE Intern, VR *NMY Mixed-Reality Communications*

Mar 2018 - Aug 2018 / Frankfurt, Germany

Designed and developed application that served as the USP 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 *B.S. Digital Media*

2015 - 2018 / Fulda, Germany