BENJAMIN GLASSER

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Education

ArtCenter College of Design: MFA candidate Media Design // Pasadena, CA   2022
General Assembly: Software Engineering Immersive // Remote   2021
University of Southern California: B.S. Cognitive Science // Los Angeles, CA   2016

EXPERIENCE

Easel AI, Lead Product Designer
February 2023 – Present / Los Angeles, CA

- Easel is an AI-first social chat experience that allows users to create and remix photorealistic and creative avatars to express themselves with friends in fun and imaginative ways, directly from iMessage.
- Lead the end-to-end design process for Easel AI's social application, creating intuitive and user-friendly interfaces that align with our established brand guidelines.
- Oversee and manage task delegation, fostering collaborative workflows among product, engineering, and AI teams to drive company objectives.
- Develop and evolve the Easel AI brand identity, including logo, typefaces, color schemes, and other visual elements.

StandardVision, Creative Technology
April 2023 – September 2023 / Los Angeles, CA

- Actively supported the development team in enhancing the user experience and interface of their software content management system, bridging design with seamless functionality.
- Developed a cutting-edge in-camera VFX demo using Unreal Engine, showcased on the company's studio soundstage for industry professionals, highlighting the forefront of visual effects capabilities.
- Conceived and delivered a high-fidelity client based render, focusing on a deep field fake 3D effect and water simulations for a tryptic display, which was seamlessly integrated across one of the company's major video screen installations, offering an unparalleled immersive visual experience.

BMW, Media Design
May 2022 – January 2023 / Munich, Germany

- Developed a real time interactive XR experience using Unreal Engine on a fast paced, corporate deadline.
- Designed various AR applications to express ideas and present to my team for weekly reviews
- Packaged and handed off approved assets to the engineering team for integration.
- Developed 3D renderings across Blender, Unity, and Unreal Engine, focusing on virtual cinematics, PBR materials/texturing, scripting (Unity), UE blueprints, VFX, character animation, and cross-platform custom shaders.
- Presented high fidelity prototypes to the BMW Board at their yearly conference and signed two novel invention patent

FREELANCE, Full Stack Web Development
September 2021 – May 2022 / Remote

- Developing custom web applications, landing pages, and e-commerce websites for a myriad of clients with React frontends with the ability persist data in backend databases
- Holding stakeholder and user interviews to design and implement successful UX/UI
- Managing small teams to ensure smooth delegation of workflow, as well as ensuring delivery of successful products on tight deadlines

FEATHER VENTURES, Artist Manager
November 2015 – September 2021 / Los Angeles, CA

- Led cross-functional teams for nationwide tours, showcasing project management and negotiation skills through collaboration with agents and promoters.
- Designed a wide array of creative assets (social media content, branding materials, merchandise) using industry-standard software, emphasizing visual design and user-centered principles.
- Managed and expanded business relationships, fulfilling sponsorship agreements and securing new partnerships, demonstrating business development and negotiation capabilities.

SKILLS

Software: Unity, Unreal Engine, Blender, Photoshop, Illustrator, InDesign, Premiere, After Effects, Figma, TouchDesigner
Hardware: Arduino, ESP32, Raspberry Pi
Programming: JavaScript, HTML5, CSS3, Python, Java, React, Django, Node.JS, Express, MongoDB, Processing