

Andrew R McHugh

is a designer turning spatial computing
R&D experiments into great products.

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Selected Work Experience

Vivid MAY 2021 – TODAY

Founder

Building the best way to capture, store, and relive immersive memories.

Samsung Research America FEB 2017 – MAY 2021

One of the most productive and creative [engagements] I've ever experienced with R&D teams. Every deliverable exceeded the expectation of everyone.

- A stakeholder talking about my team's work.

Team Lead for the XR Design Group NOV 2019 – MAY 2021

Lead day-to-day design process. Curate a safe, democratized, and mutually supportive space for designers and developers. Consolidate and promote a vision for our work to stakeholders (manager, lab head, VP, SVP). Created intern hiring process as hiring manager.

Senior Designer for AR/VR FEB 2019 – MAY 2021

As a technically minded designer, research, scope, design, prototype, and present AR/VR interactions, apps, and platform features. Collaborate with designers and engineers to realize vision. Validate through user studies. My work is used to showcase Samsung innovation to visiting dignitaries.

Elementary/Echo JAN 2016 – DEC 2016

Project Manager, Prototyping Lead, & UX Designer

Client work as part of graduate program. Created a better consumer banking product for the Portuguese market that utilizes learning and prediction. Eight months of research, design, and prototyping.

Freelancing & Agency Work FEB 2014 – AUG 2015

UX Designer, Prototyper, & Front-End Web Developer

Led and supported design. Shipped features and two full apps.

The What If...? Conference NOV 2010 – JUN 2014

Founder, Co-Chief Curiosity Curator, Producer, Designer

Invited diverse crowds to be actively curious in a TED-esque conference. Crafted experiences for 1,000+ attendees.

Additional experience details + personal AR/VR research in my portfolio.

Education

Carnegie Mellon University + Madeira Interactive Technologies Institute (Portugal) AUG 2015 – DEC 2016

Master's of Human-Computer Interaction (Dual Degree)

Westminster College (Fulton, MO) AUG 2009 – MAY 2013

Majors: Philosophy & Science of Information

Minors: Mathematics & Physics

Skills

UX Design

Maquette, Tvorì (AR/VR design tools)

Sketch, Figma, Adobe Creative Suite, Framr Classic, Procreate (2D design)

User research (design, facilitate, analyze)

AR/VR Prototyping, 3D Modeling

Blender (modeling, texturing, procedural materials/shaders, 3D VFX compositing)

Unity (C#, interactions, MRTK)

Reality Capture, Depthkit, Record3D (volumetric capture, photogrammetry)

iOS (Swift, SwiftUI, ARKit)

Other

Identifying key opportunities through design experimentation and prototyping

Design+prototyping team management

Video production for XR prototypes and use cases

HTML, CSS, JS + A-Frame/webVR

Familiar with AR/VR HMD UX patterns

Publications & Honors

Samsung patents. Four patents pending. Three on spatial computing. Four more in the pipeline. (2017-2021)

LGBTQ+ VR Museum. Cleaned+optimized photogrammetry captures. (2021)

XD Immersive. Invited presentation about getting into 3D product design. (2018)

Wall Street Journal. Featured for graduate research regarding haptics and morality in VR. (2016)

Book of What If...?: Questions & Activities for Curious Minds. Engaging 8-12 year olds with "What If" questions, activities, peer interviews, and expert insights about the universe around them. (Simon & Schuster, 2016)