

# BARNABAS LEE

XR AR/VR EXPERIENCES | DESIGN SYSTEMS | SPATIAL INTERACTIONS | 3D USER INTERFACES | REAL TIME 3D VISUALS

## CONTACT

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## SKILLS

Unity 3D  
Blender  
CLO 3D  
Figma  
HLSL  
C#  
Microsoft Suite  
Adobe Suite:  
Photoshop  
Illustrator  
Substance 3D Painter  
Substance 3D Designer

## EDUCATION

**2015**  
Parsons The New School  
Design (BFA)

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### AWARDS:

Winner: Best 3DUI  
IEEE VR 2024 Virtual Reality  
& 3D User Interfaces  
"Will The Apple Fall? A VR  
Gravity Calculator Through  
Controller Movement and  
Gaze Interaction"

## EXPERIENCE

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### **SUBVRSIVE - XR Product Designer**

New York, NY | 2025 - Present

- Design and lead spatial experience direction on interactions and experience.
- Collaborate with Art Director and Creative Director during ideation, rapid prototyping possibilities within Unity during ideate phase.
- Toggle as a bridge between art direction, development, technical art(VFX) and design. Tasked with auditing the 3D workflows between departments.
- Designed UI, created and maintained design system for team.
- Prototype and explored 3D motion graphics and UI animations specific for XR.

### **DEALPLAY - Lead Product Designer**

New York, NY/Remote | 2024 - 2025

- Lead designer for AR/VR/MR based training modules compatible for multi-platforms.
- Conceptualizing and prototyping interactions, visuals and spatial user interfaces.
- Designed scalable project templates and design systems for learning modules.

### **VARIOUS COMPANIES - Designer XR VR/AR Experiences**

New York, NY/Remote | 2020 - 2024

- Designer, consultant, Spatial UX/UI interaction for XR/MR/VR/AR experiences
- **Throughline** - Designed XR experiences and prototypes for commercial contracts
- **Verifyz** - VR experience consultant for startup launching anti-cheating cyber proctor VR hardware for academic testing.
- **SolaceVR** - Lead Design UX/UI for social presence gatherings in a digital VR space for spiritual/religious organizations.
- **ADNOC** - Designed location based mixed reality experience. Digital overlays atop 3D printed model. Educational modules about processes/history.

### **TRIBECA FESTIVAL - Immersive XR/Games Manager**

New York, NY | 2022

- Managed a team to support multiple location based, exhibition style setups for immersive media and games.
- Experiences included VR, AR, mobile, audio, and 360 Film experiences. Utilizing a wide variety of hardware and headsets.

### **DIGITAL PRECEPT - Interaction Design PC/VR Game**

Remote | 2021

- Ideated interactions for asymmetric VR/PC gameplay; PC and VR
- Designed interactions involving cross platform co-op play between PC and VR user.
- Designed and prototyped worldspace spatial menu system for VR player to maintain immersion utilizing existing gameplay mechanics

## **MACYS - 3D Designer**

New York, NY | 2017 - 2020

- Part of experimental team to render textile products in 3D product development for Macys home textiles division. Including design development, virtual sampling, online experiences, and setting up 3D workflows.
- Focused on rendering textiles as close to realistically possible for product development.
- Curated digital environments for product placement and virtual walk throughs

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## **Publications:**

*Barnabas Lee, Shu Wei . Will the Apple Fall? A VR Gravity Calculator Through Controller Movement Tracking and Gaze Interaction*  
2024 IEEE Conference on Virtual Reality and 3D User Interfaces  
(IEEE VR '2024)

*Shu Wei, Barnabas Lee, Michael Ganz, Asher Marks, Kimberly Hieftje. The Arborist: A Collective Bloom Through Physiological Data in Mixed Reality*  
Proceedings of the 2025 ACM International Conference on Interactive Media Experiences  
(IMX '2025)