

Federico Burch

**Product Designer
Media & UX**

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SKILLS	TOOLS	LEADERSHIP	
<ul style="list-style-type: none">• Experiential Marketing• Design Thinking• 3D Animation• Motion Graphics• Provocative Ideation• Projection Mapping• Rapid Prototyping• Mobile Design	<ul style="list-style-type: none">• Sketch• InDesign• Illustrator• After Effects• Premier Pro• Blender 3D• Video Production Tools• HTML/CSS	ACM SIGGRAPH PSCC Student Chapter Services Chair PSCC Student Chapter Services Co-Chair TAMU ACM SIGGRAPH - Founding President - Industry Relations Officer - Outreach Officer	 7/2016 - Present 3/2012 - 7/ 2016 9/2011 - 9/2012 9/2012 - 1/2013 1/2013 - 5/2013

PROFESSIONAL EXPERIENCE

Mulus.io Houston, TX - Partner & Co-Founder <ul style="list-style-type: none">• Artist Collective that ties Provocative Experimentation with Design Thinking.• Brought startup game company website and studio design from personas to digital prototypes through ethnographic research.			06/2015 - Present
Fake Love Brooklyn, NY - Tech Intern <i>Fake Love won Ad Age's Small Agency of the Year and was acquired by the New York Times.</i> <ul style="list-style-type: none">• Worked on projects for Twitter, MUZSE & Intel, and Umpqua Bank.• Created first Fake love Virtual Reality station and rebuilt vintage TV using 3D Printing.• The only technical intern at Fake Love during the time I was there. 1 of 15 employees.			10/2014 - 5/2015
IBM Design Austin, TX - Software Designer Intern <ul style="list-style-type: none">• With a team, we designed and prototyped an application for IBM Watson, and IBM Bluemix.• We presented our products to 20 IBM top executives at the IBM Headquarters.• Were told that we completed a 6 month task in 6 weeks, while receiving a standing ovation.			6/2014 - 8/2014
3LD Art & Technology Center Manhattan, NY - Interaction Designer <ul style="list-style-type: none">• Programmed an interactive body projection systems using cheap off-the-shelf hardware.• Jumped in to produce video content for the Deepest Man during an emergency time crunch.			3/2014 - 5/2014
EA Sports Orlando, FL - Technical Artist Intern <ul style="list-style-type: none">• Researched, wire-framed and improved the user experience of a documentation system for the Core Football Graphics Team.• Planned, scheduled, and conducted cross disciplinary department wide ethnographic interviews.			5/2012 - 8/2012

EDUCATION: Completed a Masters Degree

New York University - Manhattan, NY Master of Professional Studies - Interactive Telecommunications Program			8/2013 - 5/2015
Texas A&M University - College Station, TX Bachelor of Science - Visualization 2 Publications Published.			8/2009 - 5/2013
National University of Singapore - Republic of Singapore Study Abroad - Computing			12/2011 - 5/2012