Ethan Arnowitz

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Senior Designer

I'm a highly versatile designer with a passion for immersive technology. With extensive experience in delivering complex projects, I have a proven track record of meeting deadlines and budget constraints while always prioritizing innovation and customer satisfaction. My ability to work independently and as part of a team, combined with my forward-thinking leadership style and adaptability to changing priorities, make me a valuable asset to any organization.

Areas of Expertise

- User Interface (UI) Design
- User Experience (UX) Design
- Rapid Prototyping
- Virtual, Augmented & Mixed Reality (XR)

- Analytical Problem Solving
- Multidisciplinary Collaboration
- Systematic Design Approach
- Visual Creative Direction

- Front-End Development
- User Research
- Agile Scrum Methodology
- Diversity, Equity, and Inclusion

Professional Experience

MICROSOFT, 2018 – Present

Senior Designer

Working on the *Guides* HoloLens team developing mixed reality applications for manufacturing, training, and service scenarios.

- Part of the founding team that successfully launched the Guides application for HoloLens 2, from concept to market.
- Innovated by designing and releasing several unique HoloLens features, earning *6 patent awards*.
- Lead designer integrating "Teams" functionality into the Guides application, leading a multi-disciplinary team and being featured in *The Verge*.
- Contributed to long-term product success by collaborating with managers on multiple-year product roadmaps.
- Enhanced customer satisfaction by deploying Guides on-site to customers (Mercedes, *PACCAR*, GE Aviation, *SNC Lavalin*).
- Streamlined development processes by serving as scrum master for successful feature releases.
- Drove product innovation by leading a team of designers from proof-of-concept to shipping, including migrating from a gaze-based to touch-based interaction system.
- Co-led a comprehensive user research studies to evaluate the product and identify areas for improvement, contributing to its ongoing success.
- Built and maintained strong relationships with key customers, ensuring that the features met their critical requirements.
- Fostered a diverse and inclusive work environment by organizing monthly DE&I meetings for a 75+ member team.
- Made a positive impact by winning the Microsoft-wide "Pride Xbox" competition and gifting the winning design to charity.

CORNELL UNIVERSITY – COMPUTER GRAPHICS LAB, 2017

3D Interaction Designer

Conceived, designed, and developed software for Virtual Reality using Unreal Engine, resulting in the release of the open-source 3D modeling application, *vSpline*.

- Created software for designers to sketch and edit within a 3D VR environment including input, modification, analysis, and physical output.
- Created a visually appealing and intuitive front-end UI/UX using the Unreal game engine.
- Contributed to the architectural community by presenting findings from the research at the *Association for CAD in Architecture (ACADIA) conference* at MIT, publishing a paper on the results.
- Gathered valuable insights through weekly user research sessions with architecture students.
- Boosted visibility and engagement by having work featured on the *Virtuality FB page*, attracting 40K+ views.

AUTODESK, 2016

Virtual Reality UX Designer – CG Generalist (Internship)

Executed full-scale exploration of possibilities and opportunities for Autodesk to develop best-in-class virtual reality software, while collaborating with a top-performing emerging technology team in San Francisco.

- Led the development of software for Autodesk design customers, yielding the successful prototyping of cutting-edge *space planning and 3D modeling software*.
- Identified, mitigated, and resolved diverse technical constraints between design and engineering teams.

Possess additional experience as a Futurist Designer at Gensler, Design Strategist at Equinox Gyms, with related employment for industry-leading companies such as Robert A.M. Stern Architects (RAMSA) and Glen & Co. Architecture.

Education & Credentials

Cornell University | Master of Science, Human Factors Ergonomics, GPA: 4.0
Cornell University | Bachelor of Science, Environmental Architecture, GPA: 3.7
Master's Thesis: Evaluating the impact of display medium (Virtual Reality HMD vs. Screen Display)
on perceived user experience and aesthetic value within virtual hotel environments