

# Lawrence Yip

XR DEVELOPER · [WWW.LAWRENCEYIP.COM](http://WWW.LAWRENCEYIP.COM)

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## Work Experience

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### Studio Rx

XR DEVELOPER

*New York City, NY*

*Nov. 2022 - present*

- Developed VR, AR, and flat screen experiences for pharmaceutical clients to promote brand engagement at medical conferences
- Programmed systems to simulate involuntary movement, ocular impairment, and fatigue disease states to foster patient empathy
- Created interactive visual effects depicting disease states at varying intensity levels to illustrate disease range and progression
- Developed leaderboards and analytics systems to monitor conference booth engagement, enhancing client advertising strategies

### Buffalo Buffalo

TECHNICAL ARTIST

*Vancouver, BC*

*Apr. 2022 - Apr. 2023*

- Working with a team creating performant stylized shaders and visual effects for a rhythm rouge-lite skiing VR game
- Designing dynamic tools and systems for audio-driven visuals that react to tempo and pacing of the player
- Developed core gameplay loop systems including an endless player runner system and procedural level generator
- Architected modular gameflow data structures and custom editor for level design

### XR Immersive Tech

TECHNICAL ARTIST

*Vancouver, BC*

*Jan. 2022 - Jun. 2022*

- Working with a large team developing systems and effects for multiplayer location based entertainment VR experiences
- Created dynamic hand snapping interaction system for player avatars with Leap Motion hand tracking
- Developed VR toolsets for precise aligning of digital environments to custom workshop fabricated playspaces
- Graphical optimizing and profiling the art pipeline for HTC Vive and the Steam VR platform

### UNCSA METL

LEAD VR DEVELOPER

*Winston-Salem, NC*

*May 2021 - Dec. 2021*

- In a team of 3, conceived and developed an Oculus Quest narrative short debuting at 2022 SXSW XR Film Festival
- Internationally featured in 2022 at Busan International Film Festival, Sandbox Immersive Festival, B3 Biennale, and Siggraph
- Programmed all aspects, architecting highly decoupled systems for rapid iteration cycles of storytelling elements and gameplay
- Authored stylized master shaders with custom dynamic lighting that are highly optimized for mobile VR
- Worked on all visual effect elements for scene transitions, interactions, and environmental ambience

### 2Paws Up Studio

AR PROJECT LEAD

*New York City, NY*

*May 2020 - Sept. 2020*

- Led a team of 4 using Unity's AR Foundation to develop an iOS and Android AR adaptation of a children's book
- Designed and developed placeable living 3D dioramas with interactive characters and environments capturing moments in the story
- Authored stylized shaders and particle effects to match the book's original art style

### UBC Faculty of Medicine

VR DEVELOPER & UX DESIGNER

*Vancouver, BC*

*Aug. 2019 - Jun. 2020*

- Worked in a team of 5 and in collaboration with UBC Faculty of Medicine, using volumetric video and IBM Watson voice recognition to create a virtual cardiovascular case study to train 2nd year medical students for the Oculus Rift and Quest platforms
- Conducted usability testing with medical students, faculty, and doctors
- Designed and implemented a tutorial/tool-tip system and analytics system for scoring

## Skills

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### Software

Unity, Unreal, Maya, Photoshop, Perforce, Git, Plastic, Jira

### Programming

C#, Blueprints, Shadergraph, Java, Javascript

## Education

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### Vancouver Film School

VR/AR DESIGN AND DEVELOPMENT

*Vancouver, BC*

*Apr. 2019 - Dec. 2019*

### Stony Brook University

BACHELOR OF SCIENCE: INFORMATION SYSTEMS

*Stony Brook, NY*

*Aug. 2014 - May 2018*