

Xi (Amelia) Li

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Experience

MEandMine | Advanced Game Designer

San Francisco, CA
Jul 2024 - Present

- Lead Designer for MEandMine, an educational app integrating gamification with mental health education for the next generation
- Applying creative game design to practical mental health solutions, incorporating breathing control, music therapy and AI-driven comics
- Prototyping and verifying concepts for effectiveness in mobile and WebGL platform
- Composing and integrating music into interactive gameplay
- Provided leadership and strategic direction, resolving conflicts and aligning goals with project objectives to maintain workflow efficiency

Schell Games | Experience Designer

Pittsburgh, PA
Nov 2022 - Jul 2024

- **Lead Designer** in **Party Versus**, a multiplayer MR online party game. Designed minigames addressing various player-to-player interactions; balanced scoring systems, tackled design challenges with cross-functional team leads **[Client: Meta]**
- **Level Designer** in **Among Us VR**, designed map features, balanced gameplay with game progression, shaped interactive mechanics, UI/UX **[Client: Meta]**
- **Level Designer** in **Puzzle Sculpt**, a relaxing MR puzzle game targeted for Vision Pro, focusing on mechanics utilization and difficulty management. **[Client: Apple]**
- Prototyped and scripted features and interactions in **Unity and Unreal**
- Conducted playtests; used playtest data to fine-tune interactions and balance

Lightswitch | Multimedia Designer

San Francisco, CA
Jan 2021 - Nov 2022

- Designed and simulated lighting effects to adapt to the audio and visual output for the themed park experience **[Client: Universal Creative, Transformers]**
- Crafted CAD renderings and visual content, designed and synchronized stage lighting according to the music interpretation **[Hans Zimmer Live Concert 2021]**
- Conducted onsite supervision and AV systems engineering **[Menlo Park, Meta]**
- Created lighting and UX sonic experience, controlled in Unity **[Old Westbury Gardens]**

MIDI3D | Experience Designer & Prototyper

Remote, UK
Dec 2023

- Designed interactive visual experiences for generative music using MIDI3D digital gloves
- Integrated music, lighting, interactions and prototyped in Arduino and Unity

TEA SATE Speaker - Hong Kong Disneyland Resort

Hong Kong
Sep 2024

- Presented on "Tech-Infused Gamification in LBE Experiences" at the TEA (Themed Entertainment Association) SATE Asia conference.

Education

Carnegie Mellon University (CMU)

Pittsburgh, PA
Aug 2019 - May 2021

Master of Entertainment Technology

Award: 2020 AIAS Foundation Scholarship - Academy of Interactive Arts & Sciences

Berklee Summer Program: Film Scoring Program, music composition and production

Courses: Game Design, Building Virtual Worlds, Interactive Storytelling, Guest Experience Design, Spatial Sound Design, Theatrical Lighting Design

Communication University of China (CUC)

Bachelor of Arts in Digital Media Arts & Minor in Electrical Engineering

Courses: Electronics Technology, HCI Technology and Applications, Information

Visualization Design, 3D Animation, UI Design, VR Development, OOP, UIUX

Beijing, China
Sep 2015 - Jun 2019

Skills

Technology: Unity 3D with C#, Unreal, Max MSP, Arduino with C++, Processing, TouchDesigner

Design: Figma, Premiere Pro, PhotoShop, 3D Max, Final Cut, AutoCAD, After Effects

Audio: Logic Pro, Pro Tools, Wwise, Final Cut, Avid

Production: Google Suite, Jira, Notion, Keynote, Bluebeams, Trello

Projects

Spot Robot *[Client: Boston Dynamics]*

Sep - Dec 2020

- Created a location-based room escaping experience in rich interactions with Spot robot dog
- Crafted interactions and narratives aiming to establish emotional connections with the robot dog, using user research for emotional expectations
- Level design, UIUX design, collaborated with cross-functional team and client

Interactive Fashion *[Client: Pittsburgh Children's Museum]*

Jan - May 2020

- Created a visual and sonic experience with interactive wearable E-Textiles
- Designed and programmed LED lighting effects that express different moods in Arduino
- Integrated hardware presentation with music in Wwise and VFX in Unity

Star Fall - Interactive Sonic Experience | Sound Designer & Developer

Sep - Dec 2020

- Composed immersive spatial music and SFX for storytelling narrative
- Designed and iterated auditory and visual interactions with user research

Building Virtual Worlds - AR/VR Games | Sound/UX Designer

Aug - Dec 2019

- Designed and rapid prototyped 5 interactive XR experiences in Unity with engineers and artists
- Designed and crafted Spatial SFX and original music for AR and VR experiences
- Produced theming design and video editing for the exhibition

ILLUME - VR Installation | Developer & Designer

Jan - Jun 2019

- Developed a Unity VR experience about Chinese Lantern Festival featuring the interaction and correlation between the VR world and the physical world
- Designed decorative installations and integrated hardware lights and sensors with Unity