FELIX CHOI

Senior Product Designer

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U.S. Permanent Resident (no sponsorship required) · Available immediately · Open to relocation (U.S.)

SUMMARY

Senior product designer with 8+ years of product UX experience, including design leadership at Blizzard Entertainment on Battle.net, a platform serving 26M monthly active users across in-game, desktop, web, and mobile. Currently sole designer of SAM3, a multi-role drone operations system spanning desktop, tablet, and XR headset, awarded the Grand Prize (Deputy Prime Minister and Minister of Science and ICT Award) in 2026. Specializes in cross-surface systems: defining what each user needs to see and when, and keeping the interaction model coherent when the same data is expressed on different devices. Delivers the interaction specifications and behavior documentation engineers build from, and works hands-on in Figma and Unity to test screen and spatial interactions before handoff.

EXPERIENCE

Co-founder & Head of Design, Voxel

2026 – Present

Co-founded a three-person team building SAM3, a multi-role drone operations system that lets non-expert crews share targets and position data in real time across command post, reconnaissance, and strike roles. Developed in consultation with active-duty units and national drone industry organizations. Sole designer across product direction, interaction design, and developer specifications. Grand Prize, Deputy Prime Minister and Minister of Science and ICT Award, 2026.

- Designed the end-to-end product and interaction system for three coordinated operator roles across desktop (command post), tablet (reconnaissance), and XR headset (strike), unified under a single interaction model and UI language.
- Defined how information moves between roles: what each operator sees, when it hands off, and how the same underlying data is expressed differently on a screen versus in a headset.
- Introduced a spatial ping system that surfaces command directives as in-context guidance cues on all three surfaces, giving crews a shared reference during fast-moving operations.
- Designed the XR interface for the strike operator on Meta Quest, architected for near-term XR glasses, covering hands-free control, spatial layout, and glanceable telemetry under time-critical conditions.
- Translated input from military subject-matter experts and crew coordination doctrine into procedural workflows and behavior specifications; engineering built to spec, producing a working prototype with live drone control and real-time data sharing across roles.

XR Interaction Designer & Graduate Researcher, Carnegie Mellon University

Entertainment Technology Center · Pittsburgh, PA · Aug 2024 – Present

Design interaction systems for immersive XR and experimental media productions on cross-functional teams of designers, engineers, and artists.

Another Dimension | Gaze-Only Interaction Model | 2026

- Defined an interaction model in which gaze is the only input, with dwell timing anchored to the point where sustained eye contact between people starts to read as intentional, so selection feels deliberate rather than accidental.
- Made selection legible and reversible: a progress ring shows a selection forming, and looking away cancels it before it commits, so an accidental glance never becomes an accidental action.
- Ported the same model across two input fidelities, head-gaze on Meta Quest and eye tracking on Android XR, specifying trigger logic, feedback, and layout for each.
- Delivered behavior specifications engineering implemented against, and built an in-editor gaze simulator for headset-free iteration.

Anamnesis | Attention-Driven Interactive Film | 2025

- Designed a zero-UI branching system for a 270° display, inferring viewer attention from head and body orientation via depth sensor when eye tracking was unavailable.
- Validated through live audience screenings, using interaction data to refine branch behavior.

XReveal | XR Design Toolkit | 2024–2025

- Defined interaction specifications for six scenarios spanning voice-driven AI 3D scene generation and hand-tracking gestures, documented as annotated schematics for developer handoff.
- Validated the AI 3D generation pipeline in a working Unity prototype.

UX Design Lead, Blizzard Entertainment (Battle.net)

Irvine, CA · Jun 2017 – Jun 2024

Joined as an intern, promoted to Design Lead on the Battle.net platform, serving 26M monthly active users across four surfaces: in-game, desktop app, web, and mobile.

- Led the Battle.net Checkout team, bridging design, engineering, and data science to ship a unified purchasing experience across in-game, desktop, web, and mobile, released in regional phases to meet differing legal requirements.
- Designed prototyping tools and interaction frameworks that let engineers test design hypotheses directly in live environments, shortening iteration cycles.
- Designed Watchtower, the Esports admin tool for Overwatch League and Call of Duty League operations, restructuring the interface around operators' actual task sequence and building it as the first tool on the new Battle.net Design System.
- Established interaction specifications, modular UI components, and cross-disciplinary handoff models adopted as team standards.
- Conducted usability testing and data-informed research across global markets and multiple game franchises.
- Mentored designers and partnered with product and engineering leadership on roadmap direction.

UX Designer, SAP

Seoul, Korea · Oct 2016 – Apr 2017

Joined as an intern, converted to a contract UX Designer. Facilitated Design Thinking engagements for startups and enterprise teams, taking groups from problem framing through rapid prototyping.

SKILLS

Product & Interaction Design Cross-surface interaction models, information architecture, user workflow logic, design systems and component libraries, interaction specifications, spatial UX, input patterns (touch, cursor, gaze, gesture, hand-tracking, voice, controller)

Prototyping & Engines Figma, Unity, XR Interaction Toolkit, XR Hands, Meta Quest, C#, AI-assisted prototyping pipelines, 3D/CAD integration (Cesium, Blender, SolidWorks, Rhino)

Research & Documentation Usability testing, user research, Kano analysis, stakeholder workshops, UX specifications, interaction schematics, behavior documentation, developer handoff

Tools Figma, Adobe Creative Cloud (Illustrator, Photoshop, After Effects)

EDUCATION

Carnegie Mellon University Master of Entertainment Technology candidate, HCI minor · 2024–Present

Art Center College of Design B.S., Product Design · Pasadena, CA · 2017