Edward Lok | *Immersive Technology Developer*

PROFESSIONAL EXPERIENCE

Nike (Contract)   **January 2022 - June 2025**
3D Pipeline Engineer (Immersive Experiences)

- Engineered core blueprint/C++ gameplay logic around 3D model selection, duplication and manipulation and color/material customization on Nike's internal digital UE5 Designer Pipeline Tool. Iterated on simplifying UX/UI to deliver an intuitive 1:1 design pipeline for users, matching current industry standard 3D applications.
- Proactively identified and fixed critical bugs, optimizing system stability and performance within the 3D design workflow for stable user testing sessions.
- Spearheaded development on "Project Autobuilder" Python pipeline to auto-trigger UE5 builds via Perforce integration and deploy to S3, enhancing CI/CD efficiency and designer productivity.

Enduvo   **June 2020 - December 2021**
XR Developer

- Led R&D revamp of VR UX flow, aligning Enduvo's mixed reality educational training app with enterprise usability standards, increasing ease of use and engagement for the end user.
- Drove agile development of key roadmap features for the immersive learning platform, including VR HUD overlays and multiplayer functionality, using Unity3D and C#.
- Delivered a hybrid AR medical training simulation POC, integrating marker tracking technology to create advanced visualization of skin conditions on manikins.

ARCortex   **May 2019 - February 2020**
Unity AR/VR Developer

- Led development on custom multi-user VR training platform (HTC Vive) interfacing with clients to advise direction of shared user interactions around model manipulation in 3D. Developed a rapid interior design furniture AR prototyping POC (Magic Leap One) to help visualize virtual objects in physical spaces.
- Implemented and evaluated the performance and stability of Augmented Reality 2D Image Marker, 3D Object Tracking Solutions to gain insight on integration across Android and iOS devices.
- Prototyped a cross-platform persistent AR experience using Azure Spatial Anchors, enabling cloud-saved scenes shared across HoloLens, Android, and iOS.

Twentieth Century Fox   **June 2018 - August 2018**
Content Innovation Intern – Unity AR Developer

- Developed a mobile ARKit interactive storytelling app based on the historic Fox Studio Lot. Leveraged Fox IP and geo-spatial services to create an immersive "guided tour" walkthrough of Fox history tying together beloved characters with novel AR gamified features for an engaging player experience.

Paper Triangles   **June 2017 - September 2017**
Unity VR Developer Intern

- Assisted in the development of an Oculus Go virtual showroom VR application integrating life scale bath models with accurate textures and lighting to deliver an immersive, streamlined sales process for a contractor.

PROJECTS & LEADERSHIP

AT&T Shape Hackathon – SpectateXR (4th Place Overall App)   **March 2019**

- Prototyped an interactive and immersive new cross platform AR/VR app for eSports viewers to interact with live gaming events and competitive eSports matches utilizing 360° Video, VR and AR. Experimented with novel ways of becoming an active viewer instead of traditional passive 2D viewing formats.

Reality Virtually MIT Hackathon   **January 2019**

- Created an interactive learning enhancement prototype (Magic Leap) for students with learning disabilities that leverages real time speech-to-text captions and eye tracking to reinforce learning in a traditional classroom environment.

Virtual Reality @ UC Irvine   **January 2018 - January 2019**
Founder & President

● Founded the school's first Virtual Reality Development organization, VRUCI to encourage greater on- campus VR exposure and inspire more students to pursue a career in VR Development. Taught students the basics of Unity VR development and game development foundations.

TECHNICAL SKILLS

Engines & Programming Tools: Unreal Engine 5 (Blueprints, C++), Unity3D (C#), Python
XR Technologies: ARKit/Core, ARFoundation, Mixed Reality Development, Multiplayer, Games Development
Tools: Perforce, Git, S3, Jira, Figma, Swarm
Platforms: Oculus, Vive, HoloLens, Magic Leap, Android/iOS
Other: Agile/Scrum, CI/CD pipelines, Materials and Graphics Implementation, App Optimization

EDUCATION

B.S. in Computer Science
University of California, Irvine