

Chaitanya Shah

Creative Technologist, Emblematic Group

AR/VR/XR creator with a curiosity exploring unusual augmentation of everyday things. Creating reality in virtuality.

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EDUCATION

MS in Multimedia & Creative Technologies

University of Southern California, USA

01/2017 – 12/2018

3.51/4.0

Courses

- Computer Graphics
- Digital Image Processing
- Immersive Audio Engineering
- Animation & Simulations
- VR Journalism
- Multimedia Data Compression

BE in Electrical Engineering

Gujarat Technological University, India

06/2012 – 05/2016

8.91/10.0

Courses

- Micro-controllers
- Fundamentals of Algorithm
- Advanced Mathematics
- Computer Programming Methodology

EXPERIENCE

Creative Technologist

Emblematic Group ✨

11/2017 – Present

Los Angeles, USA

Unity | ThreeJS | Maya | Prototyping | Designing

- Conceptualizing initial story concepts and scenes in AR/VR by prototyping potential interactivity of the experience.
- Co-developed AR building pipeline for a multitude of platforms including ARKit, ARCore, MagicLeap, and HoloLens which catalyzed project setup, development iteration, and testing.
- Drafting embodied cognitive interactions for immersive stories in AR/VR under Nonny de la Peña's guidance.
- Engineered artist-friends tools and editor inspectors in Unity boosting iterative development.
- Prototyped VR authoring tool, researched webAR, developed volumetric video tools and shipped award-winning interactive VR/AR experiences.

Advisor

JOURNALISM - USC ANNENBERG

01/2019 – Present

Los Angeles, USA

Prototyping | Journalism | Planning

- Expert in residence for an aspiring group of journalists, designers, and engineers in analyzing the project development process.
- Counseled on immersive design process, interactivity and engineering execution.

Research Assistant

Marshall School Of Business, USC

01/2017 – 05/2017

Los Angeles, USA

Python | Web Scraping

- Carried out web scraping using Python as a part of mobile AppStore research project under Prof. Nandini Rajagopalan.
- Built various data viz related to the dataset.

SKILLS

Unity/C#

ThreeJS

JavaScript

C/C++

Python

WebXR

NodeJS

ARCore/ARKit

MRTK

SparkAR

Reality Composer

Lens Studio

Adobe Creative Suit

UI/UX for XR

AR/VR Development

Rapid Prototyping

Maya

Perforce/Git

Shader Developmet

Maquette

PROJECTS

Hand-Interactions Exploration ✨

- On-going sprints building Hand-interaction prototypes on researching OS-level operation like mode-switching, deletion, undo-redo, etc in Mixed Reality
- Investigating various aspects of gestures ranging from micro-finger movement to hand swings
- Engineering algorithms for mapping various hand gestures and movements to boolean and axial values
- Learning hand anatomy for understanding hand as an input device and exploring its ergonomics by user-testing and interviews

Lyme Disease VR (09/2019 – Present) ✨

- Tech Designing a narrative story script into VR story on Unity Platform. Explored the integration of Haptic devices like vest and gloves for immersive experience.
- Engineering core classes for scene management, animation, audio visualization and interactivity. Build editor tools for artists and coded editor scripts for integrating components to Unity Timeline.
- Created multiple prototype scenes for story designing, interaction design and VFX before finalizing the script. Designed storyboards exploring the flow
- Optimized the performance after deliberately observing profiler data of memory usage, garbage collection and draw calls

REACH WebXR platform (08/2018 – 05/2019) ✨

- Built API for VR Web editor, in-editor interactions and VR Export pipeline. Utilized A-Frame and ThreeJS to build editor based components as well as interactions. Researched in-editor user experience system and improved by user testing
- Prototyped webAR, integrated volumetric video playback and optimized for mobile devices.
- Led the team of two for developing animation and transitions toolkit for the platform. Expanded that toolkit for controller interaction in VR.
- Engineered 3D asset management, along with data serialization for project loading as well as exporting.

Homeless Realities AR (08/2018 – 12/2018) ✨

- Directed XR experience for mobile AR (Snap's Lens Studio) and Magic Leap (Unity 3D). Hijacked Snapchat platform for journalism storytelling
- Built and deployed four AR journalism stories as Snapchat Lens experience. Each story consisted of photogrammetry model, 360 videos and audio - all optimized to pack under 4 MB limit
- Delivered a modular template for anyone to build AR infographic stories
- Worked closely with journalists, filmmakers, homeless community organizations and people experiencing unstable housing to understand, design, prototype experience and develop the story

CERTIFICATES / ACHIEVEMENT

Webby Awards - My People, Our Stories ✨

Best Reality Video series and use of Augmented Reality for immersive journalism project in partnership with Al Jazeera

LA Press Club Award - Homeless Realities ✨

Best Use of Social Media and Best Multimedia Package was awarded to Homeless Realities project at the 61st Annual Journalism Awards