

Yiting Liu

New York, NY | [Online Portfolio](#) | [GitHub](#) | [LinkedIn](#)

Profile

Yiting Liu is an award-winning XR Lead Developer and Technology Strategist with extensive experience across industry verticals, including entertainment giants like ESPN, Comcast, Disney, and more. Specializes in crafting innovative immersive experiences through a multi-disciplinary approach, blending creative technology with storytelling. Aiming to leverage deep technical expertise and a passion for narrative-driven game development to contribute to Night School's engineering efforts, focusing on tools and systems that empower creative teams.

Skills

Programming & Development: Expert in C#, Unity, and Unreal Engine, with significant experience in creating editor tools, extensions, and optimizing workflows.

Immersive Technologies: Profound knowledge of AR, VR, Hand/Eye Tracking, Computer Vision, and ML/AI, complemented by a successful track record in deploying large-scale immersive experiences.

Software Proficiency: Unity, Unreal Engine, Max/MSP, Spark AR, Lens Studio, Effect House, and extensive use of digital content creation tools such as Cinema 4D, Blender, and the Adobe Creative Suite.

Collaboration & Leadership: Proven success in leading multidisciplinary teams, mentoring developers, and enhancing productivity and knowledge transfer.

Professional Experience

Sia Partners | Developer Manager, 2023 - Present

New York, NY

- Led the spatial computing team of 13, driving large-scale XR deployments.
- Revitalized key projects, delivering beyond expectations.
- Championed the integration of OpenXR and OpenAI technologies, focusing on scalability and cross-platform compatibility.
- Mentoring two developers, ensuring seamless knowledge transfer and project continuity.

Future Colossal | Creative Technologist, 2021 - 2023

New York, NY

- Spearheaded interactive projects for top-tier clients, emphasizing innovation and risk management.
- Creative lead for interactive experiences for Fortune 500 clients with large-scale deployment (2,000+ people daily)
- Key projects attracted 90,000 attendees in four months, showcasing the ability to deliver scalable solutions.
- Engineered and deployed immersive technical systems for interactive installations, enriching experiences across diverse sectors including theme parks, live entertainment, corporate activations, finance, and sports
- Technology: Computer Vision, ML/AI, AR, UDP/OSC, Projection Mapping and DMX.

NYU ITP | Coding Lab Manager, 2020 - 2021

New York, NY

- Facilitated the resolution of complex technical challenges and conducted advanced workshops on Unity and Spark AR, demonstrating expertise in immersive development tools and practices.
- Demystified complex programming concepts in logic, data structures, and algorithm design for over 40 students, enhancing their coding proficiency and analytical thinking.

Resilience 2032 | AR Developer, 2020

New York, NY

- Developed AR filters for a digital storytelling project, achieving significant engagement and contributing to a social cause, illustrating the capacity to leverage immersive tech for narrative impact. (4200+ impression in first month)

Education

New York University

Master of Professional Studies, Major: Interactive Telecommunications Program

University of Wisconsin-Madison

Bachelor of Business Administration & Bachelor of Arts, Marketing, Film Production, University of Wisconsin-Madison. Minor in Digital Studies.

Awards & Special Projects

- **MIT XR Hackathon [Grand Prize Winner](#)**
- **[XR Brain Jam](#)** for Games for Change 2022 & [Publicized by Unity](#)
- **[Bucolic Terrains](#)** for Microsoft's Spirit of Being
- ComplexityJam Cash Award for Development
- Adobe Creative Jam People's Choice Award & Runner Up for the Judges' Award