



JAKOB MACDONALD

TECHNICAL MANAGER

JAKOB@JAKOBMACDONALD.ME

EDUCATION

I achieved a first class degree in BA Games Design with Honours at the University of Central Lancashire, specialising in XR Design. My Masters degree focused on Games Design through the exploration of industrial applications of Game Engines in construction, architecture and visualisation in Bio-Medicine. I received the 'Special Achievement Award of Creative Excellence in Games Design' at the Great Northern Creative Expo 2018.

MY CAREER

Freelance Design Work (2020 - Present)

My freelance projects have ranged from rapid prototyping of 3D digital based game engine work in Unreal Engine. To designing and producing interactive and immersive installations and live content.

iLab Internship (2019 - 2020)

I had an internship at iLab, which is located in the Media Factory in the University of Central Lancashire. I was designing and developing all AR/VR platforms, alongside prototyping applications through Adobe XD.

University of Central Lancashire (2020 - 2022)

I was employed by the University of Central Lancashire on the DigitalPlus team as Lead Graphic designer and XR developer. I worked on projects with clients such as the NHS. My affluent knowledge of Unreal Engine aided me in creating innovative solutions to complex industrial issues through the usage of XR devices

XR DESIGNER/
DIGITAL ARTIST

BA / MA

JAKOBMACDONALD.ME
LONDON BASED

SKILLS

Proficient in the Unreal Engine ecosystem. From asset generation in Blender through to building interactive content in and deploying in engine and using cinematic workflows. I've specialised in XR Design for multiple platforms includes the HoloLens and Meta headsets. I've also focused on building Metaverse experiences using cloud streamed technologies for wide user accessibility.

3Axis (2022 - 2023)

I was a Technical Manager at 3Axis. Focusing on Metaverse tech and rapidly prototyping projects from the ground up. I also managed a team of Pixel Streaming specialists for use with Unreal Engine.

ISG (2023 - 2023)

I was contracted to aid ISG's bid on a large fit-out project. I was a visualisation manager, where I designed and built 2 interactive applications for a data driven risk visualiser and IoT driven real-time Digital-Twin.

Hashima XR (2020 - Present)

I'm currently volunteer XR Designer on a historical preservation project in collaboration with Tokyo University. We've been digitally rebuilding and creating a historically accurate representation of the Gunkanjima island off the coast Nagasaki.

References available on request.

UNREAL ENGINE
THREE JS
WEBXR
ADOBE CC
BLENDER