

Noel Treese

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EXPERIENCE

Prototype Specialist

Hyundai America Technical Center Inc. • July 2024 - Current, Irvine, California

- Led monthly design reviews with stakeholders from Hyundai, Kia, Genesis, and HATCI for the upcoming Pleos Connect infotainment platform..
- Supported research for trailering features in 2026 vehicles (Santa Cruz, Santa Fe, Telluride, Sorento), conducting usability tests with 20 towing experts and a participatory design workshop.
- Contributed to UX Studio Irvine's seating buck development, sourcing key components (screens, clusters, steering wheel, pedals) and integrating displays via ProtoPie Connect.
- Assisted prototype development and evaluation of a high-performance app for Genesis Magma vehicles, running comparative usability tests with 30 customers.
- Built ProtoPie prototypes to test Hyundai's Highway Drive Assist (HDA) features, evaluated with 30 customers through scenario-based usability testing.
- Directed two VR evaluations of Genesis luxury models using Autodesk VRED and Varjo XR-3 headsets to create immersive review environments.

User Experience Designer

Fisker Inc • July 2023 - May 2024, Manhattan Beach, California

- User experience designer for vehicle infotainment console and experiences built with Android OS.
- Led UX design from end to end for key features such as Quick Controls, One-pedal driving, and drive mode customization.
- Delivered high-fidelity prototypes, user flows, and wireframes to communicate design strategy.
- Built complex vehicle-ready prototypes using Figma and ProtoPie.
- Collaborated closely with UX designers, engineers, product managers, researchers, and visual designers to develop key features of their first vehicle, the Fisker Ocean.
- Conducted visual QA to ensure design accuracy for production software releases.

Co-Founder and User Experience Designer

Fire Totem Games GmbH • November 2022 - Present, Klagenfurt, Austria

- Cofounded Fire Totem Games GmbH in June 2023.
- Created a design system for *A Webbing Journey* to facilitate scalable designs and design iteration
- Delivered wireframes and prototypes in Unity, ensuring accurate implementation across platforms.
- Participated in visual QA to ensure design accuracy across various display sizes.
- Achieved 2M+ downloads across Apple AppStore and Google Play store.
- Successfully launched into Early Access on Steam in May 2025, receiving an *Overwhelmingly Positive* rating

Data Science Associate

Businessmann A/S • May 2022 - July 2023, Glostrup, Denmark

- Trained a Mask RCNN model using NVIDIA Tao to improve object detection by 20% by collecting data, removing false positives, and applying the model to new data.
- Constructed a React web app to display object detection markers on live video provided by an Nvidia Jetson processing OAK-D video.
- Conducted bi-weekly meetings with stakeholders to discuss project progress, new requirements, and implementation strategy.

EDUCATION

Master of Science in Game Studies and Engineering

Alpen Adria University Klagenfurt • Klagenfurt, Austria

Bachelor of Science in Software Engineering

California Polytechnic State University San Luis Obispo • San Luis Obispo, CA

SKILLS

Development: C#, Java, Kotlin, Python, Unity

Prototyping & Design: Figma, ProtoPie, Adobe XD, Photoshop, Illustrator

Task Tracking: Jira, Confluence

Languages: English, German