

Noel Treese

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SUMMARY

Technical UX Designer specializing in automotive interfaces, immersive evaluation, and interactive prototyping. With 5+ years of experience spanning design, software, and physical prototyping, I turn early concepts into high-fidelity, testable experiences that drive executive decision-making and are ready for validation with customers and stakeholders.

EXPERIENCE

Prototype Specialist

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

- Led development of an Unreal Engine off-road interface concept demo for executive leadership review, collaborating with Hyundai Design and 42dot to deliver a multi-screen, multi-device interactive demo.
- Developed a high-fidelity multi-screen ProtoPie prototype alongside an Unreal Engine driving simulation for multi-modal Highway Drive Assist validation with 22 customers.
- Developed a high-fidelity Figma prototype to validate North American trailering feature proposals with 37 towing experts.
- Led setup and configuration of UX Studio's seating buck, sourcing and integrating key components via ProtoPie Connect.
- Set up 3D printing and workshop environment at UX Studio to support development of physical seating buck components.

User Experience Designer

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

- Led UX design from end to end for key features including Quick Controls, One-pedal driving, and drive mode customization for Fisker Ocean.
- Developed an internal VR environment in Unity to validate spatial audio design with Fisker's Sound UX Team using Oculus Quest and Wwise.
- Conducted visual QA to ensure design accuracy for production software releases.

Co-Founder and User Experience Designer

Fire Totem Games GmbH • November 2022 - April 2026, Klagenfurt, Austria

- Co-founded Fire Totem Games GmbH and shipped the studio's first commercial title: A Webbing Journey.
- Shipped production user interface and feature updates for A Webbing Journey, achieving 5M downloads across Steam, Apple App Store, and Google Play Store.
- Designed and implemented key UX improvements across game settings, controls customization, character customization, and microtransactions to support continued post-launch user engagement.

Data Science Associate

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

- Trained a custom object detection model (Mask R-CNN via NVIDIA TAO) using Google Colab notebooks.
- Built a React web app to visualize real-time object detection output from OAK-D stereo camera pipeline.
- Prototyped Python scripts for gesture and pose tracking with OAK-D cameras, exploring computer vision-driven interaction concepts.

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: Claude Code, Unreal Engine, Unity

Prototyping: Autodesk Fusion, Arduino, Bambu Studio, Figma, ProtoPie

UX & Research: Interaction Design, User Research, Usability Testing

Languages: Fluent in English and German, Conversational in French