

Ian Curtis

Product Designer & Creative Technologist

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Professional Summary

Product designer working at the intersection of design, engineering, and AI. I bridge the gap between emerging research and real-world applications, creating products and experiences that expand how people create and interact with the world. With a background in architecture, I bring a spatial and systems perspective to design, connecting technical possibilities with human needs across the physical and digital worlds.

Employment History

SEP 2025 – PRESENT

SAN FRANCISCO

Member of Technical Staff: Product Designer, World Labs

- Joined as one of the first design hires; led Marble’s launch and contributed to product design across Marble, subsequent updates, and the company’s first APIs for Marble and Atlas.
- Partner with AI researchers to explore creative applications of frontier world models, build prototypes, and develop examples featured in product and research launches.
- Created and led the Atlas launch film; co-led brand and website design and contributed to Marble’s launch film and announcement.
- Led launch case studies with partners across film, VFX, gaming, robotics, architecture, healthcare, and other industries, demonstrating applications of world models.
- Led developer and creative community initiatives, including hackathons, creative partner programs, the Community Showcase, and YouTube tutorials; connected developer feedback with research and product teams.
- Partnered with research to launch Spark 2.0, an open-source 3D Gaussian splat renderer for Three.js, contributing to the release announcement.

MAR 2025 – SEP 2025

SAN FRANCISCO, CA

Founding Product Designer, Niantic Spatial

- Joined Niantic Spatial at inception as a founding member of the design team, a \$250M-backed geospatial AI spin-out from Niantic, focused on redefining how people and machines understand and interact with the physical world.
- Led prototyping efforts that helped secure Niantic Spatial’s first enterprise client, while shaping early product direction through creative exploration and spatial computing workflows.
- Defined storytelling, brand identity, and foundational design systems, creating a cohesive visual language that supported the launch website, video, and public debut.

APR 2024 – MAR 2025

SAN FRANCISCO, CA

UX Engineer, Niantic Labs

- Drove UX design and prototyping for Niantic Studio, a web-based XR creation platform, including AI-assisted coding, 3D model generation, and generative sound features; collaborated across teams to define core capabilities and deliver a successful product launch to developers. (Won Best Developer Tool at AWE USA 2024 & 2025)
- Led strategic marketing efforts for Niantic Studio, creating viral XR and AI-powered demos that drove a 15% increase in active developers and generated 5M+ social video views.
- Accelerated enterprise adoption by leading AR creative for top-tier brands (McDonald’s, Ito En, and more) contributing to a \$500K ad partnership and expanding our reach with global enterprise partners.

MAR 2022 – APR 2024

SAN FRANCISCO, CA

Design Engineer, Niantic Labs

- Prototyped and shipped 40+ WebAR sample projects and 30+ interactive tutorials to guide developer workflows, improve UX patterns, and drive platform engagement—contributing to a 20% increase in adoption.
- Designed and built solutions for enterprise clients tackling XR challenges across code, UI/UX, and 3D interactions—accelerating deployment cycles and shaping feedback-informed product iterations.
- Drove product-led storytelling through creative technical marketing, presenting at AWE and global events; campaigns reached 2M+ views and raised visibility of WebAR features like VPS and scene understanding.

MAR 2021 – MAR 2022

PALO ALTO, CA

Design Engineer (Developer Experience), 8th Wall

- Designed and delivered solutions that improved developer workflows across code, UI/UX, and deployment, enabling smoother and faster WebAR launches.
- Created and maintained 50+ interactive tutorials and documentation pieces, translating complex WebAR concepts into intuitive, actionable learning experiences that accelerated adoption.

Education

SAN LUIS OBISPO, CA

Bachelor of Architecture, California Polytechnic State University

Top 10 Finalist – Senior Thesis Competition for Virtual Reality Research Center design in Tokyo

Skills

Product Design, Interaction Design, User Research, Figma (Design Systems, UI/UX), AI Workflow & Prototyping, Adobe CC (Ps, Ai, Ae), Blender (3D Workflow & Modeling), Three.js, A-Frame (WebXR), Web Dev (JavaScript, HTML, CSS), Unity (Lightship ARDK, ARCore)

Recognition & Achievements

- Built an audience of 70,000+ followers across social platforms through AI-powered product and AR prototyping content
- Generated millions of views for experimental XR work, inspiring global developer engagement
- Recognized as a Top Product Design Voice on LinkedIn for contributions to immersive design and AI-first product experiences
- Invited speaker at Augmented World Expo (AWE) 2025
- Built and publicly shared creative tools and spatial computing prototypes, including The Browser Lab and off-axis 3D renderer, earning 700+ GitHub stars and 130+ forks..