ARON R CHAVEZ
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SUMMARY

Designer, engineer, and prototyper with 20+ years of experience defining product experiences across platforms, devices, and emerging technologies. Blends deep engineering expertise with interaction design, animation systems, and multi-surface UX. Builds high-fidelity prototypes that shape product strategy, influence leadership decisions, and guide cross-functional teams through ambiguity. Recognized for input-systems expertise and the ability to bridge hardware, OS, design, and engineering.

WORK EXPERIENCE

Senior Creative Techologist — Xbox, Microsoft, Seattle, WA, October 2017 - Present

- Architect of motion and animation system for the next Xbox platform, defining UX patterns, frameworks, APIs, and performance-optimization approaches across TV, mobile, web, console, and handheld experiences.
- Builds and presents high-fidelity prototypes that inform VP/CVP decision-making and guide strategy for Xbox, aligning senior leadership on long-term investments across Xbox, Windows, and partner devices.
- Led prototyping for the Xbox handheld experience in collaboration with the Windows team; work directly contributed to the shipped UX direction and supported partnerships such as the ASUS ROG Ally.
- Designed and engineered the Touch Adaptation Kit, then led and managed a team to create touch layouts for 360+ games used across cloud gaming and mobile by millions of players worldwide.
- Shared touch-interaction research with the a prominent first-party studio, enabling them to adopt the model directly, cancel a planned research cycle, and ship improvements sooner to over 100M mobile MAU.
- Recognized as the Xbox design team's primary expert in input systems. Frequently consulted by Industrial Design to evaluate controller hardware prototypes and by engineers building GameInput (the new API replacing XInput), influencing ergonomics, input affordances, and API capability design.

Freelance — Aron Design LLC, August 2015 - October 2017

- Consulted for multiple Los Angeles studios (Watson DG, Huge, B-Reel, Left Field Labs) as a specialist in Typescript, React, Angular 2+, WebGL, VR (Oculus), and AR (HoloLens), and Unity3D development.
- Delivered production-ready WebGL experiences and real-time 3D systems used in commercial campaigns and installations.
- Built and operated infinite.diamonds, a full Node.js e-commerce platform on Google Cloud Platform, including 3D rendering pipelines, UX, branding, and marketing.

Technical Lead — North Kingdom, Jan 2015 - August 2015

- Led engineering for the Los Angeles studio, defining technical direction during ideation and execution.
- Prototyped experiences on emerging platforms such as Google Project Tango, Oculus Rift, Intel Edison, and Google Cardboard, translating ambiguous concepts into validated technical directions.
- Scoped engineering feasibility, resourcing, and R&D direction for experimental interactive work.

Senior Creative Technologist — Riot Games, Feb 2013 - December 2014

- Built R&D prototypes exploring new interaction, animation, and UI technologies for internal projects.
- Maintained core UI tech (Scaleform) and login animation systems used by tens of millions of League of Legends players.
- Combined engineering and motion-design expertise to elevate UX fidelity and performance.

Animation and Game Development Lead — Watson DG, June 2010 - December 2012

- Led interactive development and 3D art direction for multiple award-winning digital Flash and Unity3D experiences for Warner Brothers, Paramount, Lionsgate, Sony, Fox, and other Hollywood film studios.

Product Designer — Microsoft Advertising, June 2009 - March 2010

- Designed and built interactive multi-branded experiences.

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AWARDS

2010 - FWA S.O.T.D - December 19
2011 - Webby Honoree
2011 - FWA Mobile S.O.T.D - May 4
2011 - Adobe S.O.T.D - June 1
2011 - Hollywood Reporter Keyart Awards - Silver Winner
2011 - Hollywood Reporter Keyart Awards - Bronze Winner
2012 - FWA S.O.T.D - January 8
2012 - FWA S.O.T.D - April 27 2012 - Webby Honoree
2012 - Webby Nominee
2012 - FWA S.O.T.D - June 27
2012 - FWA Mobile S.O.T.D - August 16
2012 - FWA Mobile S.O.T.D - October 30
2012 - Hollywood Reporter Keyart Awards - Silver Winner
2013 - FWA S.O.T.D - March 3 2013 - Webby Honoree
2013 - Webby Honoree
2013 - Webby Honoree
2013 - Webby Nominee
2014 - Riot Games Thunderdome (Hackathon) - First Place
2016 - FWA Mobile S.O.T.D - January 4
2016 - FWA S.O.T.D - January 11
2016 - FWA S.O.T.D - May 3
2016 - Webby People's Voice Award Winner
2016 - Webby Award Winner
2016 - Webby Award Winner
2019 - Microsoft Global Hackathon (Gaming) - First Place
2023 - Microsoft Global Hackathon (Gaming) - First Place

PATENTS

Transferring Control Elements For a Gaming Session Between Devices

Patent No. 11,389,720

July 19, 2022

Sharing User Interface Customization Across Applications

Patent No. 11,379,104

July 5, 2022

Implementing a Graphical Overlay for a Current Streaming Game Based On Current Game Scenario

Patent No. 10,569,174

February 25, 2020

EDUCATION

University of Washington, Seattle, WA

Bachelor of Arts in Interdisciplinary Visual Arts, Graduated December 2009

Gnomon School of Visual Effects

Additional Traning in CGI/VFX, Spring 2012