

Alisia Martinez

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EXPERIENCE

Prototyper

December 2021 - March 2026

Meta | Burlingame, CA

Designed and built high-impact prototypes for next-generation mixed reality and AI devices, and demoed regularly to executives and VP-level leadership to influence product direction. Prototyped Horizon Home, the "home screen" for all users in Meta Quest that was featured in the Meta Connect keynote.

Design Specialist

October 2017 - November 2021

Volkswagen Group of America | Belmont, CA

Designed and developed virtual reality experiences for Volkswagen, Porsche, and Audi using Unity3D, C#, and emerging IoT hardware. Built real-time instrument clusters with MQTT systems, and drove budget and project decisions of the Mixed Reality Lab.

Founder, Creative Director

December 2017 - December 2024

Top Floor Studios | San Francisco, CA

Founded and led development of *Lift*, a VR narrative game. Implemented player-world interactions, NPC behaviors, and branching storylines. Led 12 developers, voice actors, and artists to ship on Steam and the Meta Quest store.

Design Consultant

June 2016 - September 2017

CognifiSense, Inc. | Sunnyvale, CA

Designed and developed interactive virtual reality applications for pain management in clinical trials using Unity3D, C#, JavaScript, HTML5, and CSS and VR hardware to create immersive distraction and visualization therapies.

Research Assistant

October 2015 - July 2017

UC Santa Cruz High-Level Perception Lab | Santa Cruz, CA

Designed research experiments with Unity3D, C#, Oculus Rift, HTC Vive, and Leap Motion to study user perception of virtual media.

EDUCATION

University of California, Santa Cruz

Graduated May 2017

Bachelor of Science | Computer Science and Game Design

Capstone project selected out of 80 pitches to complete development, winning awards for Best Game, Technical Achievement, and Audio Design

SKILLS

Unity | C# | Rapid Prototyping | UX Design | Git | Figma | Adobe Suite