

**LUCA  
PRASSO**

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**GOALS**

To push the boundaries of the interaction between user, real world, algorithms and data.

**WORK**

2020-Present **Google AR Datagen**  
Lead Synthetic Human Creative Team (Procedural Datasets for ML)

2016-2020 **Google Daydream/Immersive Wearables**  
UX/Prototype Engineer/Designer/Tech Artist/Synthetic Datasets for ML

2014 - 2016 **Google ATAP Spotlight Stories** Tech Art Lead

2012 - 2018 **Curious Hat** Co-Founder CEO  
Mobile apps Design + Development

2005-Present **diLuNa** Co-Founder Photography, multimedia, design, code

1995 - 2012 **PDI/DreamWorks** Senior Character Technical Director Supervisor

1994 **Softimage**, Montreal SBP, Rome Freelance Animator - Developer

1990 - 1994 **Softimage** Italy - Milan, Italy Demo Artist - Animator - Developer

1989 - 1990 **Techex** - Milan, Italy Demo Artist - Animator - Developer

1986 - 1989 **Compgraf** - Verona, Italy Animator - Developer

**FILMOGRAPHY  
(partial)**

**Shrek 2,3,4 , Madagascar, Madagascar: Escape 2 Africa, How to Train Your Dragon**  
Global Character Technical Director  
Designed and developed rigging technologies and proprietary tools

**Shrek** Character Technical Director Co-Supervisor  
Supervised the Character TD Group and developed several new technologies and workflows to support the production pipeline

**Antz** Senior Character Technical Director  
Crowd Lead - Designed and co-Developed crowd system

**Marvin The Martian** co-Lead TD and Character Technical Director

**The Simpsons** Character Technical Director on the "Homer 3" episode

**Doughboy** Character Technical Director and Lead Technical Director

**MOBILE APP  
PORTFOLIO**

**InfiniScroll, Oh No Fractions!, PHLIP, Color Vacuum, Eye Paint Series, Curious Playground, Curious Words, Curious Letters, Curious Clock, Curious Ruler**  
iOS and tvOS prototype, (co) design, development

**AWARDS**

**Oscar™** Academy Award "Best Animated Feature" for Shrek 2002  
Emmy, Peabody and Annie Awards for **Pearl** (Google Spotlight Stories)

**EVENTS (partial)**

Curious Hat selected for 500 Startups's Batch 5 (Fall 2012)  
TEDx talk "Every frame, a story" (Italy 2015)  
Premio Immagine (Italy) and Lucca International Cartoon Award for "Creeps" 1992  
NPPA Best of Photojournalism - Second Place - Best Photojournalism Blog 2007

**PUBLICATIONS -  
PATENTS (partial)**

**Siggraph/Eurographics**  
An art-directed wrinkle system for CG character clothing - Co-authored 2005  
Panel - Clothing Simulation in Shrek 2000  
Animation Sketches "Bugs in Space" - The PDI Crowd System for ANTZ 1998

**US Patent US10445947B2** Methods and apparatus for interacting with a distant object within a virtual reality environment

**US Patent WO2020072472A1** Method and device for detecting a vertical planar surface

**US Patent WO2019217320A1** Mixing audio based on a pose of a user

**US Patent 6,326,972** 3D stroke-based character modeling suitable for efficiently rendering large crowds 2001 Co-authored with Juan Buhler

**LANGUAGES  
TOOLS**

VEX, C#, Python, Lua, Objective-C, PDI/DreamWorks proprietary scripting language  
Houdini, Unity, Softimage, Maya, Photoshop, Adobe Creative Suite, PDI/DreamWorks proprietary tools, Fabric Engine