

Avraham Raskin

Augmented Reality Designer

hello@avrahamraskin

portfolio.avrahamraskin

SUMMARY

I am fascinated by the future, primarily focused on the man/machine interface. By Augmenting our everyday reality with a digital layer will give us something akin to superpowers. It will completely shake up the way in which humans interact with each other going forward. I started my professional career at Meta, one of the first Augmented Reality (AR) startups in Silicon Valley. With a holistic and clear vision of this new world and obsessive attention to detail, I led the first design team there and haven't looked back.

EXPERIENCE

AR UI/UX Designer

AR by AR

2016 - Ongoing Israel and Australia
arbyar.com

Helping companies build AR into their existing products.

- Coached Australian startups how to refocus and quickly scale up AR solutions to combat COVID19 in their products
- Launched '2025' concept series which have been watched more than 18,000 times
- Redesigned smart navigation system using AI to increase direction-following 500% by removing unnecessary instructions

AI and Robotics Research Intern

Bar Ilan University

2015 - 2016 Tel Aviv, Israel

Designing socially aware agents for a human world.

- Trained robots to understand personal space grouping people walking together with ~90% accuracy
- Developed scenarios for teams of 10+ agents to interact with each other, swap information, and dynamically change leaders based on the most up to date shared knowledge e.g. in firefighting

Human Interface Designer (HCI)

Meta

2013 - 2014 Silicon Valley, CA

Pioneers in building revolutionary AR Interface and Glasses.

- Managed design team of 4 with Jayse Hansen developing a foundational AR unified design language; the JARVIS to our metaverse
- Spearheaded AR breakthroughs currently in the Meta OS, including layer System, reticle-gesture, and the first true holographic keyboard
- Implemented gesture-based usability tests on new users with Professor S. Baldassi of Stanford University

ACHIEVEMENTS



Mentored Major Israeli Design Firm

Guided the firms AR design approach



Co-Founded AR.Community

Advancing Israels' position in AR



Designed + built novel AR Gesture

Combining hand and eye tracking

PROJECTS

#2025

2018 - Ongoing
go.avrahamraskin/2025

Concept shorts showcasing how AR will change our everyday lives.

- Turn on lights by pointing your finger at them
- Create smart dials out of ordinary objects
- Follow the {yellow} brick road navigation

Augmented Public Transport

2017
go.avrahamraskin/moovit

Improving public transportation with AR.

- Highlighting your bus stop so it stands out
- Visual and Sound AR updates for better route
- Contextual notifications at just the right time

SKILLS

Unity3D

Blender

Sketch

ROS

Adobe After Effects

Cinema4D

C#

Python

HTML/CSS

ARKit 3.5