

CAMERON LAI

GAME DEVELOPER / MULTIDISCIPLINARY DESIGNER / ENTREPRENEUR

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Game developer and multidisciplinary designer working across interactive worlds, physical spaces and bespoke products. Architectural education in the UK and China informs a practice spanning Unreal Engine development, built interiors and digital fabrication. Combines hands-on design with entrepreneurial pitching, product merchandising and industry outreach, communicating professionally in English, Mandarin and Cantonese.

01 SELECTED RECOGNITION

UCL Entrepreneurship Pitch Competition — Finalist, 2026 : *S.H.E.L.L.* One of 14 finalists selected from over 1,000 contestants, pitched the project in a university-wide funding competition, University College London.

Lionel Stirgess Award — 1st Prize, 2024 : *INSTITUTE Of ALUMINUM*. Excellence in Architectural Design and Representation, University of Liverpool.

Global Ascent Competition — Finalist, 2024 : *iASSEMBLY*. Showcased, presented, and competed on stage at the Trimble Conference in Las Vegas, Nevada.

02 CREATIVE & ENTREPRENEURIAL PRACTICE

S.H.E.L.L.

Game Designer & Developer / MArch Cinematic & Video Game Architecture / 2025–2026

- Developed a third-person game from concept to exhibition, translating architectural thinking into navigable environments, gameplay and cinematic storytelling.
- Designed levels and responsive player interactions using Blueprint systems, controller inputs, haptics and character animation; brought 3D models into Unreal Engine.
- Built highly procedural environments, material and post-processing effects, and integrated music and sound; optimised the game through iterative technical development.

Independent Design & Product Ventures

3D Modelling / Interior Design / Digital Fabrication / SketchUp Tuition

- Designed and visualised interiors for GoGoGym in Asia, helping translate proposals into constructed spaces.
- Founded a small bespoke 3D printed dog-bowl venture, developing exclusive pet merchandise for GoGoGym and managing product development and merchandising.
- Combined independent visual work and software tutoring with practical experience constructing and maintaining 3D printers, laser cutters, and remote controllers.

03 LEADERSHIP AND INDUSTRY ENGAGEMENT

Post-Graduate Course Representative

Bartlett CVA MArch / 2025–2026

- Represented approximately 36 students, translating cohort feedback into discussions with tutors and following up on agreed actions; frequently bridged culture & language barrier between international & local personnel.
- Organised a career event with industry guests and class social events; built relationships across Bartlett cohorts and other UCL courses.
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EXPERIENCE / EDUCATION / CAPABILITIES

04 PROFESSIONAL EXPERIENCE

B-BIM Creation • Hong Kong

BIM Intern / Jun–Aug 2023

Produced architectural and M.E.P models in Revit, reviewed drawings and reported inconsistencies across project submissions to support model coordination.

Archetype Group • Shanghai

Architecture Intern / Jul–Aug 2021 and Jul–Aug 2022

Created interior models for the Forvia office and design options for Aoyun Winery. Contributed to retail and office renovation projects and client presentations.

Earlier Architecture Placements • Shanghai

TK Associates / Jul–Aug 2019 and 2020; B+H Architects / Jun 2019

At **TK Associates**, supported hotel signage, site visits and laser-cut models. At **B+H**, contributed to material selection and design proposals, including a mall reception redesign.

05 EDUCATION AND RESEARCH

The Bartlett School of Architecture • University College London (UCL)

MArch Cinematic and Video Game Architecture / Sep 2025–Sep 2026

Course completed; result pending. Dissertation: Conditional Interaction Manifesto, a theoretical investigation developed alongside S.H.E.L.L. to examine game design and interaction.

University of Liverpool + Xi'an Jiao Tong-Liverpool University (XJTLU)

Dual Undergraduate Degrees in Architecture / UK and Suzhou, China / Graduated 2024

Xi'an Jiao Tong-Liverpool University: BEng Architecture (Hons), RIBA Part 1.

University of Liverpool: BA Architecture (Hons), RIBA Part 1.

Goldsmiths, University of London

Virtual Reality certificate course / Completed Feb 2025

06 CAPABILITIES

Game Development – Unreal Engine - Blueprints, Level Design, Procedural Content Generation, Enhanced Controller Input, Haptics, Optimization, Animation, Materials, and Post-processing.

Cinematic & Immersive Media (XR) – Character animation, In-game Cinematics, VR/AR, Hand and Body tracking, Motion Capture, Soundtrack/Audio/Haptic Analysis, Development, and Integration.

Spatial Design & Fabrication – SketchUp, Revit, Enscape, AutoCAD, Photoshop, InDesign, Blender; 3D Modelling, Interior Visualization, 3D Printing, and Laser Cutting.

Commercial & Communication – Entrepreneurial Pitching, Presentation (PowerPoint Engineering), Product Merchandising, Event Organizing, Stakeholder Liaison, and General Skill Tutoring.

Developing Skills – C++, Houdini, Unity, A.I (General Use), Excel

07 LANGUAGES & ADDITIONAL ACHIEVEMENT

English • Mandarin • Cantonese — professional spoken communication.

Spanish • Japanese — currently learning.

ABRSM – Music Performance Diploma with Distinction