

EXPERIENCE

July 2014 - present: Electronic Arts Red Crow Austin, UI/UX Designer II

Lead UX Design on The Simpsons: Tapped Out by creating a consistent and usable experience for a live game. Create all wireframes, personas, and user journey mappings for a new project (canceled) and conduct playtests with actionable write-ups. Currently act as a Game/UX Designer and Product Owner over various client updates to The Simpsons: Tapped Out.

October 2013 - July 2014: Electronic Arts Mythic Entertainment, UI/UX Designer I

Created and lead the production of interaction design, UI flow, and UI artwork in conjunction with input from the Art Director, Game Designer, and Producer. Worked closely with Engineers in Unity to implement a functioning UI. Collaborated with Producers and UX Researchers to plan, conduct, and evaluate appropriate UX research methods. Advocated user-centric design.

March 2012 - September 2013: Electronic Arts Atomic Fox Studio, UI Artist

Designed wireframes and compelling visual treatments for game UIs that are easy to understand and intuitive to use. Worked closely with design and technology teams to conceptualize and prototype interface functionality, look, and feel. Identified priorities and gaps in current designs and created/iterated creative solutions. Increased user retention by introducing innovative game play mechanics.

May 2011 - November 2011: PERRLA, LLC, Web/UI Designer

Developed in-house software graphics and websites to promote consistency in branding, maintained current website by analyzing usability and iterating aspects to improve sales, and created software packaging.

May 2009 - April 2011: Double Diamond, Web Development & Marketing Specialist

Developed websites from concept to launch, maintained current websites, developed branding and identity plans, designed print materials, billboards, email blasts, and other business collateral.

SKILLS

UX/GAME

- » Rapid Prototyping
- » Intuitive Usability Strategies
- » Wireframes, Sketches, Mock-ups
- » Play-testing
- » User Journey Mapping
- » Narrative Writing
- » Feature Concepts

SOFTWARE

- » iOS/Android Development
- » Adobe Creative Suite 6
- » Unity & NGUI
- » OmniGraffle
- » JustInMind Prototyper
- » XCode

LANGUAGES

- » HTML
- » CSS



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EDUCATION

- » B.F.A. in Design Communications, emphasis in Web Development
Belmont University
summa cum laude
Activities: Philologoi (philosophy club), Phi Sigma Tau (philosophy honor society), Alpha Chi (academic honor society), and Art Student Council

VOLUNTEER WORK

- » EA Inclusion Groups, Including: Blacks at EA, LGBTQA+, and Women in Games
- » Moore College of Art and Design Curriculum Advisory Board
- » CASA and Dell Children's Hospital