

Experience

Lead UI Designer

ArenaNet | Bellevue, WA | January 2013 - August 2014

- › Designed and oversaw implementation of key UI features for *Guild Wars 2*— a highly successful computer game with over 7 million units sold to date
- › Collaborated with and provided design direction to our publishing partner in Shenghai throughout development of *Guild Wars 2 China*
- › Managed and directed a team of seven highly-talented designers and artists
- › Presented and justified design initiatives to studio directors and senior leadership
- › Actively sought and cultivated collaborative relationships with department leads to foster a holistic cross-discipline approach to solving design challenges

UI Designer

ArenaNet | Bellevue, WA | February 2010 - January 2013

- › Designed highly usable shopping and billing platforms that have generated tens of millions of dollars in revenue for ArenaNet
- › Developed the look and feel for critical branding and marketing initiatives
- › Designed UI and marketing assets for *Guild Wars 2*
- › Designed the packaging and unboxing experience for the *Guild Wars 2 Collector's Edition*
- › Oversaw pre-press and production of *Guild Wars 2* packaging
- › Shipped dozens of highly polished products used by millions of customers

Freelance Graphic Designer

Multiple Clients | Seattle, WA | February 2009 - February 2010

- › Designed email marketing campaigns, online landing pages, brand platforms, visual style, logos, and websites for small- to medium-sized businesses

Graphic Designer

Better World Books | San Francisco, CA | August 2008 - March 2009

- › Redesigned existing e-commerce checkout funnel to maximize conversion rates and increase revenue
- › Developed an effective marketing campaign for a national book donation program
- › Designed a wide range of marketing assets for print and web

Education

B.S. in Graphic Design

Northeastern University
Boston, MA
2008

Skills

- › User Interface Design
- › User Experience Design
- › Web Design
- › Branding & Marketing
- › Motion & Video
- › HTML5/CSS3/jQuery
- › Flash/AS3
- › Adobe Creative Suite