LEVIN—SADSAD
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////// ux + product **designer**

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EXPERIENCE

// DEC '23 **PRINCIPAL UX DESIGNER**
// AUG '22 Intercept Games | Seattle, WA | Kerbal Space Program 2 👾⌨

* **Human-Centered Design:** Advocated for the player by conducting research, performing usability tests, and applying a calculated iterative approach. This played a crucial role in making the complex subject of rocket science "far more approachable, but no less complex," as reported by Polygon.

* **Collaborative Strategist:** Worked closely with internal and external engineering teams to develop and implement a flexible design system. The system included a style guide and a Unity UI toolkit, making maintenance easier and reducing inconsistencies.

* **Console Optimization:** Collaborated with a third-party developer to optimize the gamepad selection system for KSP2's console version, making it more intuitive and user-friendly. The input system was fine-tuned to ensure that a gamepad could easily access and control every feature and function. Our collaboration allowed us to expand our reach and bring the KSP2 experience to more players.

// AUG '22 **LEAD UX / UI DESIGNER**
// DEC '19 Intercept Games | Redmond, WA | Kerbal Space Program 2 👾⌨

* **Flight HUD Development:** Led the visual design and implementation of an intuitive and user-friendly flight heads-up display (HUD), enhancing player navigation and control during flight sequences.

* **Visual Design Lead:** Led UI direction from ideation to execution, collaborating with internal and external artists to develop a cohesive style guide, ensuring alignment, and creating sketches, low to high-fidelity assets, and prototypes.

* **Team-Oriented Leader:** Built and led a team of four designers and one UI contractor. Cultivated a collaborative environment that prioritized communication and knowledge sharing, enabling a holistic approach to our collective problem-solving.

// DEC '19 **SENIOR UX / UI DESIGNER**
// SEP '17 Star Theory | Bellevue, WA | Kerbal Space Program 2 👾⌨

* **Vehicle Assembly Building (VAB) Redesign:** Led the interface redesign, quickly iterating and prototyping to enhance the vehicle building process. This effort substantially improved the user experience, an accomplishment that was noted by PC Gamer, who stated it "makes rocket building more accessible."

* **User Research Advocate:** Conducted research advocating for accessibility and usability, developing concise analyses, addressing future issues and solutions, and proposing or leveraging feature systems to improve the user experience.

* **Tutorial System Designer:** Worked in conjunction with game designers to develop a tutorial system that efficiently instructs and guides new players. Polygon commended the system as "sleek and charming" for its effective guidance.

// AUG '17 **UX / UI & VISUAL DESIGNER**
// APR '15 Motiga | Seattle, WA | GIGANTIC 👾⌨

* **Prototyping & Testing:** Designed and prototyped game features using Axure, translating ideas into actionable designs. Iterated in Unreal to produce polished features, ensuring a seamless and engaging user experience.

* **HUD Architect:** Designed the structural layout for Gigantic's HUD system, including the skill bar, objective, and power feed. This design was refined based on feedback from playtests and user research, leading to a better player experience and improved readability during gameplay.

* **Marketing Designer:** Designed social media content, streaming assets, and web and email campaigns for Gigantic's marketing and advertising team. This increased brand visibility, and boosted audience engagement.

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COMPETENCIES

| Human-Centered Design Thinking
| Branding & Identity
| Technical Design
| Design Systems

| Visual Design
| User Interface
| Interaction Design
| Storyboarding
| Motion Graphic Design

| User Experience
| User Research
| Wire-Framing
| Prototyping & Testing
| Technical Writing

| In-Engine Implementation
| Project Management
| Agile & Design Sprints

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TOOLS

| Figma............(★★★★)
| Miro.............(★★★★)
| Rive.............(★★★☆)
| Axure............(★★★☆)
| ProtoPie.........(★★★☆)

| Photoshop........(★★★★)
| Illustrator......(★★★★)
| After Effects....(★★★☆)
| Cinema 4D........(★★★☆)
| Spline...........(★★★☆)
| 3dx MAX..........(★★★☆)

| Unity............(★★★☆)
| Unreal...........(★★☆☆)
| Perforce.........(★★★☆)
| HTML+CSS.........(★★★★)

| Jira.............(★★★☆)
| Confluence.......(★★★★)
| Notion...........(★★★★)
| Monday.com.......(★★★★)

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EDUCATION

// '24 **CERT, UX DESIGN PROCESS**
Coursera - Google

// '23 **CERT, FOUNDATIONS OF UX DESIGN**
Coursera - Google

// '06 **BS, DIGITAL ARTS & DESIGN**
Full Sail University

// '05 **AS, DIGITAL MEDIA**
Full Sail University

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EXPERIENCE CONTINUED

// MAR '15 **SENIOR DESIGNER**
// OCT '12 Penny Arcade, Inc | Seattle, WA

⋆ **Brand Redesign:** Led the comprehensive redesign of the Penny Arcade logo and website, significantly boosting user engagement and website traffic by improving visual appeal and user experience. Additionally, created attractive merchandise for Penny Arcade properties, further enhancing brand recognition.

⋆ **Event & Outreach:** Designed event signage, web ads, and charity awards for Child's Play, which helped raise awareness and funds for the charity, expanding its outreach. It also enhanced the brand's visual identity and increased engagement during events.

⋆ **PAX Signage:** Designed print and digital signage, along with apparel for PAX (Penny Arcade Expo), significantly enhancing event branding and improving visitor navigation.

// OCT '12 **FREELANCE ART DIRECTOR / DESIGNER**
// AUG '08 Ok Domo | Orlando, FL - Seattle, WA

⋆ **Diverse Creative:** Collaborated with Microsoft Studio on Killer Instinct game merchandise; designed user interfaces for Disney Youth Programs and Disney Meetings & Events websites; created advertising for Words with Friends.

⋆ **Business Design Lead:** Managed the company's business and creative aspects, improved user experience, and ensured projects aligned with business objectives by employing user-centered design methodologies.

⋆ **Project Management:** Oversaw a team of contractors, including developers, designers, illustrators, and writers, to ensure timely delivery of print, web, app, and branding projects for clients.

// MAY '08 **MOTION GRAPHICS DESIGNER**
// AUG '08 We Are Royale | Los Angeles, CA

⋆ **Broadcast Identities:** Developed pitch decks, branding systems, and broadcast identities for high-profile clients, including Discovery Channel, Comedy Central, and Kodak.

⋆ **Design Communicator:** Collaborated with creative directors to create comprehensive storyboards, ensuring clear articulation of design concepts.

⋆ **Madonna:** Led the design of style boards for Madonna's iconic "Vogue" performance in the Sticky & Sweet Tour, pushing creative boundaries and contributing to a memorable show.

// APR '08 **DESIGNER**
// JUL '06 Platinum Creative | Orlando, FL

⋆ **Awarded Designer:** Designed marketing, print, and web campaigns for Full Sail University, LA Film School, and LA Recording School, earning the ADDY Award for excellence in Online/Interactive Advertising.

⋆ **Student Development:** Provided mentorship and support to onboard interns and work-study students, helping them navigate through their initial phase in the organization and encouraging their professional growth.

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VOLUNTEERING

// '~~ **GRAPHIC DESIGN GRADUATE MENTOR**
// '20 **PSU.GD FRESH PRO**
PSU School of Art+Design

// '~~ **ADVISORY BOARD MEMBER**
// '18 **UX & Visual Interface Design**
University of Washington