LEVIN—SADSAD

(luh•vin)   (sad•sad)

digital product designer

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→ [levin@okdomo.com]
→ 850.554.0922

Experienced Product Designer with 15+ years of success crafting intuitive, user-centered experiences across gaming, advertising, and the web. Proven ability to streamline design processes (reducing iteration time by 60%) and deliver innovative UX recognized by industry publications (e.g., Polygon & PC Gamer).

EXPERIENCE

// JAN '24
// PRESENT
FREELANCE UX / PRODUCT DESIGNER
Ok Domo | Seattle, WA

* Providing services in UX/UI design & product development, (including user research, testing, & prototyping or creative direction across PC, console, web, & mobile platforms.

// AUG '22
// DEC '23
PRINCIPAL UX DESIGNER
Intercept Games | Seattle, WA | Kerbal Space Program 2 🕹 🎮

* Led the development of a robust Figma design system with Variables and atomic design principles, streamlining end-to-end workflows and cross-team collaboration for both designers and engineers.

* Optimized UI asset management, creation, and implementation by strategically aligning Figma components with our Unity UI toolkit, reducing iteration by 60% and improved design consistency.

* Facilitated design thinking workshops in Figjam, streamlining UI development and establishing iterative best practices through brainstorming, presentations, and communication techniques.

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

* Mentored a remote cross-functional UX/UI team via Zoom & Miro; (3 staff, 1 intern, 1 contract) fostering a culture of knowledge sharing with a holistic design approach, delivering over 70 features in 4 years.

* Championed the architecture of a Unity UI toolkit in 2 quarters, reducing implementation by 60% and iteration by 40%, resolving development bottlenecks by standardizing interactions and UI prefabs.

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

* Conceptualized, designed, & implemented a visually striking, retro-inspired Flight HUD in Figma, which Polygon praised for its intuitive presentation of complex gameplay concepts.

* Revamped the complex vessel assembly experience, enhancing the user interface and information architecture, which was lauded by PC Gamer for "making rocket building more accessible."

* Developed a visually engaging, memorable, and robust brand identity for Kerbal Space Program 2, building upon the franchise's legacy with a redesigned logo and custom font.

// APR '15
// AUG '17
UX / UI & VISUAL DESIGNER
Motiga | Seattle, WA | GIGANTIC 🕹 🎮

* Spearheaded a visual refresh of GIGANTIC's digital campaign assets (social media, web, streaming), aligning them with the game's aesthetic for increased brand cohesion & recognition.

* Collaborated with product owners and stakeholders, using Axure for rapid prototyping, reducing iteration time by 40%, and accelerating feature development.

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

* Led a comprehensive redesign of Penny Arcade's visual identity, developing a cohesive system (logo, website, guidelines, pitch deck) that elevated brand recognition and user engagement.

* Crafted visually cohesive event signage, web advertisements, and retail merchandise for the globally recognized Penny Arcade Expo (PAX), enhancing brand identity and visitor experience.

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

* Successfully managed the on-time delivery of 30+ websites over 4 years. Led remote, cross-functional teams using Google Workspace, aligning projects through creative briefs and setting clear expectations.

* Spearheaded the visual identity overhaul for the Disney Youth Programs' website, tailoring UI and aesthetics for a younger audience. This redesign successfully aligned with business objectives and user expectations.

SKILLS

UX DESIGN
| Design Systems
| Interaction Design
| Information Architecture
| User Research
| Usability Testing
| Wire-Framing

VISUAL DESIGN
| Branding & Identity
| Style Guides
| User Interface Design
| Motion Graphics
| Art Direction

TECHNICAL
| Prototype Developer
| Technical Writer
| Project Management
| Agile & Design Sprints
| Front-End Development
| In-Engine Implementation

TOOLS

| Figma . . . . (★★★★)
| Axure RP . . . . (★★★☆)
| Photoshop . . . . (★★★★)
| Illustrator . . . . (★★★★)
| After Effects . . . . . (★★★★)
| Rive . . . . (★★★☆)
| HTML+CSS . . . . (★★★★)
| Unity . . . . (★★★☆)
| Unreal . . . . (★★★☆)

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

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