



Jason Robinson (he/him)

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## SENIOR UX/PRODUCT DESIGNER FOR GAMES & ENTERPRISE

12 years in **UX/UI** and **product design** with 6 in **games**. Master of Science, Public Interest Tech for **consumer AR**.

### EMPLOYMENT HIGHLIGHTS

#### Senior UX Designer for mobile games

DoubleDown Interactive (DDI), July 2021 - September 2023

Hired to establish the UX team during a studio expansion. **Led UX production** concept-to-completion for our flagship service-based adventure game and contributed UX/UI for 10+ blue sky game concepts, including a personal pitch selected for Unity demo production.

Deliverables included wireframes, Figma prototypes and component libraries, motion design animatics, journey maps, user research, and technical writing. Regular **cross-functional team collaboration** with PMs, Game Design, Marketing, Product, Art/UI, QA, and Engineering.

#### Lead UX/UI & Art Director for a multiplayer strategy game

Xtonomous, October 2015 - January 2020 (contractor)

**Designed UI/UX** and **art directed illustration and animation** for "Bot Land," shipped 2019 on iOS/Android/desktop. Hired and managed 6 artists and animators from ideation to launch.

#### UX Manager and PM for institutional website redesign

Northern Arizona University (NAU), April 2018 - July 2021

Selected by CMO and CIO as product manager / lead UX designer for strategic web redesign, **increasing RFI conversions by 12%**. Internalizing strategies, articulating evidence-based design decisions, mapping information architecture, extending design systems. Oversaw production of content, assets, accessibility, and engineering by internal teams and vendors.

#### Senior UX/UI Designer and design team founder

Northern Arizona University, January 2014 - March 2018

**Founded and led NAU's User Experience Design and Research team**. Responsible for establishing adaptable team culture while defining and maintaining design patterns and UX standards. Hired, mentored, and managed senior and junior designers for team growth.

#### UX/UI Designer for enterprise development

Northern Arizona University, July 2011 - January 2014

**Established user-centered design processes** while advocating for guests of our dynamic web experiences, internal tools, and mobile apps. Led UX end-to-end for innovative subscription-based education model (**\$1M Gates Foundation grant; 43% of grads first-generation**).

#### Graphic Design Instructor at a state university

Northern Arizona University, August 2010 - June 2011

Ranked 'Highly Meritorious' while **teaching visual design courses** full-time. Classes ranged from design history and typography to production and advanced publication design.

#### Lead UX/UI & Art Director for a social trivia game startup

himojo/Renovatio, June 2009 - May 2010 (contractor)

**Designed UI/UX and art directed** startup online trivia game "The Big Bluff," shipped 2010.

#### Interface & Multimedia Designer for a Manhattan agency

Isocurve/Click3x, January 2007 - April 2009

Designed and **produced print, motion, customer facing retail, and interaction design** for Soho strategy and design agency. Agency clients included Rolling Stone, Ralph Lauren, Vudu, Nulo.

# Jason Robinson (continued)

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## EDUCATION

**Master of Science in Public Interest Technology**, graduated with distinction  
Arizona State University, December 2022

Graduated with a **4.0 GPA**. Exploring hospitality as a model for care in public interest product design. Technical focus on human-centered design for **wearable consumer AR**.

- **Champion of the Future Award**, School for the Future of Innovation in Society
- **Charter Award** for upholding the core value of "Access"
- **Seize the Moment grant funding** for feasibility study of "Elevate AR" project

**Bachelor of Fine Arts in Visual Communication**, graduated with high honors  
Northern Arizona University

Educational experience included a teaching assistantship, two art exchange semesters at William Paterson University, and an Honors capstone on Alternate Reality Game (ARG) design.

## KNOWLEDGE, SKILLS & ABILITIES

**Product & Service Design** Proven product lead, casting strategic vision at a program level in a complex **service design** context: internalizing business requirements, mapping lifetime customer flow, leading discovery, and planning work phases. Compelling communicator and tactful consensus-builder, regularly called to **present to stakeholders and executive leadership**.

**Game Development** Prototyping at DDI required synthesis of goals from Game Design and Product teams, **creating UX documentation** (wireframes, personas, user flows, storyboards, prototypes, technical writing) for use by our Unity engineers, artists, and product leadership.

**UI/UX Production** 20+ years' experience in visual, interaction, and motion design. Expert user of wireframing, prototyping, and design tools (e.g., Figma, Sketch, InVision, Confluence, Adobe Creative Suite, Balsamiq, Keynote). Systems thinker, skilled at **maintaining care for human factors** while iterating functional design in light of insights from analytics and usability tests.

**Games & Community** As a hobbyist, I have **produced several projects for the gaming community**: a Twitch Actual Play for Monte Cook Games, an 18-episode interview podcast about games and storytelling, and a community-driven wiki for fans of the Invisible Sun TRPG.

## PROFESSIONAL DEVELOPMENT

**Game UX Summit Masterclass**, September 2022; Seattle, WA

**Lean UX Practices for Games** – Rachel Leiker, Lead UX Designer at Epic Games

Focused all-day practical workshop on facilitation of Lean research methods for studios.

**Game Developers Conference (GDC) Masterclass**, October 2021; online

**Psychology and Game UX** – Celia Hodent, PhD, former Director of UX at Epic Games

Two-day course on **human psychology** as applied to user experience design in games.

**CERTIFICATION: ProSci Change Management Practitioner**, January 2019 at NAU; Flagstaff, AZ

ProSci offers a thoughtful system for how to **communicate change** within and across teams.

## SPEAKING ENGAGEMENTS

**Conference on Governance of Emerging Technologies & Science**, May 2023; Phoenix, AZ

Presented a model for how an understanding of **hospitality traditions and ethics** can form a bridge between PIT principles and professional UX practice in product design.