

ryansenger.com
ryansenger@outlook.com
Costa Mesa, CA
714-454-9543

RYAN SENGER

UX Director | Lead UX Designer



SENIOR PRODUCT DESIGN MANAGER
Blizzard Entertainment

Feb 2017 - Present

RESPONSIBLE FOR:

- Overseeing user experience designers, artists, and researchers
- Collaborating with Sr. Staff to define and drive the department mission and vision
- Identifying highest priorities while establishing short and long term focus
- Reporting to department heads on team status while providing project direction and guidance
- Creation of design proposals and feature sets
- Providing design and creative direction for explorations in Augmented and Mixed Reality
- Mentoring, career planning, morale



UX DIRECTOR
United Front Games

Jan 2015 - Oct 2016
[1 year 10 months]

RESPONSIBLE FOR:

- The UI/UX/Presentation Team
- Directing a team of 8 [Artists + Programmers] to create a cohesive and high quality user experience
- Working with other Sr. Staff to identify highest priorities while establishing short and long term focus
- Managing the day to day UI feature set, while liaising with other departments to ensure alignment
- Creation of UX feature sets and wire-framing
- Team scheduling, mentoring, career planning, morale



SENIOR UX LEAD
United Front Games

Jan 2014 - June 2015
[1 year]

RESPONSIBLE FOR:

- Visual Design / Wireframing / Screen Implementation for HALO: The Master Chief Collection
- Bi-Weekly collaboration with 343 Industries to ensure design is on schedule and on target
- User-centric design – ensuring users have a smooth and engaging experience
- Mentoring, hiring, career planning



DESIGN LEAD
Microsoft

Dec 2011 - Dec 2013
[2 years]

RESPONSIBLE FOR:

- Leading design for experiences on HoloLens, Microsoft's holographic headset
- Designing and creating feature sets, interaction models, pitches, and design documents
- Coordinating and delegating weekly tasks and roadmaps with art and tech leads
- Creating and balancing character types, weapons, and attributes on an unreleased project



DESIGN DIRECTOR
Loud Crow Interactive

Feb 2011 - Nov 2011
[10 months]

RESPONSIBLE FOR:

The design direction and a significant part of the implementation including interaction and scripting for several top selling interactive children's Apps including "A Charlie Brown Christmas" which reached the #1 selling spot in the iTunes App Store



SENIOR UX | SYSTEMS DESIGNER
United Front Games

Mar 2008 - Jan 2011
[2 years 11 months]

RESPONSIBLE FOR:

- The design and feature set for our extensive World Creation System for ModNation Racers
- Creating the feature set and customization system for the expansive Character and Kart editor
- Designing and documenting the entire menu system and tutorials
- All wire-frames for the UI and interaction flows for ModNation Racers



LEAD INTERFACE DESIGNER
Electronic Arts

Jan 2003 - Jan 2008
[5 years]

RESPONSIBLE FOR:

- Designing the look and feel for several Need For Speed and NHL Titles
- Leading the UI team on 5 titles
- Creating user flows and wireframes
- Screen implementation and motion

CAREER SNAPSHOT

2017 – PRESENT	Senior Product Design Manager at Blizzard Entertainment
2014 – 2016	UX Director Sr. UX Lead at United Front Games
2012 – 2014	Design Lead at Microsoft Studios
2011 – 2012	Design Director at Loud Crow Interactive
2008 – 2011	UX Lead Sr. Systems Designer at United Front Games
2003 – 2008	Lead Interface Designer at Electronic Arts
2001 – 2003	Lead FE Artist at Black Box Games
1999 – 2000	FE Artist at Digital Eclipse
1997 – 1999	Lead FE Artist at Radical Entertainment

TITLES

SMASH+GRAB • SLEEPING DOGS: DEFINITIVE EDITION • HALO: THE MASTER CHIEF COLLECTION
• MODNATION RACERS • NEED FOR SPEED: PRO STREET • NEED FOR SPEED: CARBON •
NEED FOR SPEED: MOST WANTED • NEED FOR SPEED: UNDERGROUND 2 • NHL 2005 •
NHL 2004 • NHL HITZ 2003 • NHL HITZ 2002 • ATARI ARCADE HITS • FOX SPORTS NHL
CHAMPIONSHIP 2000 • FOX SPORTS NBA BASKETBALL 2000 • ESPN NBA TONIGHT

EDUCATION

EMILY CARR UNIVERSITY OF ART AND DESIGN 1995-1999 Bachelor of Design

PORTFOLIO

www.ryansenger.com