

# MATT GIFFELS

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## SUMMARY

User Interface / User Experience Artist, Developer, and Team Leader with vast technical expertise, artistic ability, and an eye for design. Advocate of good usability and putting the user experience first. Resourceful problem solver with cross-discipline communication skills, ever developing and simplifying workflows, and knack for finding or creating software solutions. Extensive professional experience through nearly 20 years in the AAA games development industry with 20 shipped software titles. Force multiplier, team leader, and mentor for both local and remote team members across different countries and states.

## SKILLS

- Photoshop, Illustrator, InDesign, Flash, Unity, Maya, Blender, Unreal Engine UMG, Qt & QML
- Actionscript, C#, C++, HTML, CSS, JavaScript, Photoshop Scripting, Unreal Engine 4, Visual Scripting
- Software Architecture, Object Oriented Programming, Asset Pipelines, Debugging
- UI/UX Design, Creative Direction, Prototypes, Wireframes, Conceptualization
- Project Management, Mentoring, Career Development, Training

## EXPERIENCE

### Senior UI Artist, Lost Boys Interactive

Remote — 2023-2025

- Generated UX flow-charts, wireframes, visual style guides, high fidelity mock-ups, and iconography using Figma, Photoshop, and Illustrator.
- Implemented UI designs and animations using the Unreal Engine, HTML/CSS, and proprietary tools.
- Analyzed UI framework and implementation to identify pain points and make modifications to improve QoL for UI artists using both in-engine tools and C++.
- Shipped two WWE titles and worked on one unannounced title.

### Lead UI Designer, Level Ex

Remote — 2021-2022

- Lead a team of UI and UX designers in the design and development of mobile and pc based training simulations for various medical industry clients.
- Provided mentorship and training to junior designers and developers.
- Generated wireframes, high fidelity mock-ups, and iconography using Figma, Photoshop, and Illustrator.
- Implemented UI designs and animations using Unity.
- Implemented back-end updates to provide data and functionality to the front-end UI utilizing C#.

## **Principal UX/UI Designer, Stryker**

Kalamazoo, Michigan — 2018-2021

- Worked with different stakeholders throughout the company to align multiple different software applications and surgical workflows into a more harmonized user experience. This was done over the course of many workshops, team meetings, user testing sessions, wireframes, and prototypes.
- Took ownership of UX/UI designs for most of the Neurosurgical division and helped to develop and foster improved design and review practices utilizing Adobe Cloud and Adobe XD.
- Hosted and facilitated UX workshops for multiple different project teams to help them improve the overall user experience of their products using customer centered design principles.
- Owned re-skinning the spine and cranial neurosurgical software suite with a more modern and elegant visual style. Said visual style was then integrated into company-wide brand guidelines for other project teams to utilize in their products.
- Handled the implementation of user interfaces for different software applications and embedded systems utilizing a combination of C++, Qt, QML, QSS, and Javascript.

## **UI/UX Manager, Six Foot**

Houston, Texas — 2017-2018

- Rapidly hired and lead a team of UI artists, designers, and engineers starting from 1 direct report to nearly 20 including external contractors in under a year.
- Provided direction to internal and external teams on designing and implementing new UX/UI features for the live Dreadnought product on PC and PS4.
- Architected and managed the development of a replacement UI for Dreadnought with a goal of increasing user retention and monetization. The user experience for the title was completely redesigned from scratch while re-using existing data structures.
- Provided guidance on career development to all direct and indirect reports which improved productivity in the various discipline divisions of the UI/UX team.
- Directed on the creation of user interface wireframes, mockups and interactive prototypes using Flash, InDesign, Axure and Photoshop for Dreadnought on PC and PS4.
- Directed the implementation of user interfaces in Unreal Engine 4 using Actionscript, Flash, UMG and C++.
- Provided UI/UX consultancy on projects for external clients.

## **Senior UX Designer, Raven Software**

Madison, Wisconsin — 2015-2017

- Created user interface wireframes, mockups and prototypes using Flash, Illustrator and Photoshop for various Call of Duty titles.
- Implemented user interfaces in Actionscript and Flash.
- Lead external teams in the completion of various UI features being implemented in Actionscript and Flash.
- Provided artistic direction to external teams using Photoshop, Illustrator, and InDesign.

## **Senior User Interface Designer, Electronic Arts**

Austin, Texas — 2013-2014

- Lead the UX design of the Madden Franchise Mode's front-end of 200+ user interactions.
- Worked with game designers to develop the UX for a new game mode called Owner Mode.
- Provided management and guidance to remotely located teams of other UI/UX designers.
- Implemented user interfaces using Flash and Actionscript and other proprietary software.
- Held discussions and conferences related to improving the UI/UX culture and standards in the company.
- Worked with a mix of Maya and Photoshop to generate hundreds of image assets for use in the front-end.

### **User Interface Designer, Electronic Arts**

Orlando, Florida — 2008-2013

- Created user interface wireframes, mock-ups and prototypes using Flash, Illustrator and Photoshop for the Madden and NCAA franchises as well as various other games on multiple video game console platforms.
- Implemented user interface in Actionscript and Flash using a massive in-house UI framework.
- Worked with other UI/UX designers on 200+ front-end screens in Madden NFL.

### **Associate User Interface Designer, Electronic Arts**

Orlando, Florida — 2006-2008

- Designed user interfaces for the Madden and NCAA franchises using a mix of Photoshop and Illustrator for the Playstation 2 and Xbox. Functional implementation of all user interfaces was done with proprietary Flash-like software and other in-house tools.

### **Flash Developer, JHT, Inc.**

Orlando, Florida — 2006

- Developed interactive training software for military purposes using Flash and Actionscript utilizing an in-house framework. Collaborated with other developers to solve problems and to ensure a high quality product was delivered.

## **EDUCATION**

### **Full Sail University**

Bachelors of Science, Digital Media — 2005-2006

### **Full Sail University**

Associates of Science, Digital Media — 2004-2005

## **ACCOMPLISHMENTS**

- 2021** Patent D921,655, Display screen with animated graphical interface
- 2012** Game Informer Best of Show, Madden NFL 13
- 2012** Spike Video Game Awards Best Team Sports Game Nominee, Madden NFL 13
- 2010** Spike Video Game Awards Best Team Sports Game Nominee, Madden NFL 11
- 2009** Spike Video Game Awards Best Team Sports Game Nominee, Madden NFL 10